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NEWARK

N.J.

ROSE VILLA

A "De-Luxe" New Idea Colonial Two-Family House

The Largest Restricted Tract in Newark

Roseville and Third Avenues

ROSE VILLA is magnificently located 1,600 feet along Roseville Avenue (Newark's most beautiful street), 3 minutes to D. L. & W. station. The most attractive spot in the Roseville section, near Branch Brook Park. All street improvements, including paving, with hedged corner sets. Fine plots can be bought cheap. Now is the time to make your purchase. At the present prices (every desirable feature being considered), these lots and plots are bargains; they will be worth **25 to 50 per cent** more in two years. Remember, these lots are right on the tunnel routes. ROSE VILLA has every modern convenience. Park effect. Lots 32 feet from curbs. Ideal location for a home. We will build one for you on the easiest terms.

Now is the time to Buy a "De-Luxe" Colonial One or Two-Family House

Buy a high class house—the "DE-LUXE COLONIAL" plan. Large porches, large plots, hedge fences (making each plot a park in itself). The DIFFERENCE is in style and arrangement. Especially constructed to PLEASE the most CRITICAL and EXACTING purchaser .

The newest and latest two-family houses in the finest and most attractive section of Newark—ROSE VILLA. **Ten elegant modern dwellings now nearing completion.**

These houses contain every desirable feature. Some are stucco, others half stucco. Artistically decorated and best arranged, 7 and 8 large, bright rooms, with tiled bathrooms, also reception halls, beam ceilings, parquet floors, gas and electric lights, linen closets and extra closet room, butler's pantry, large living rooms, splendid fireplaces, vacuum cleaner connections, telephone conduit, exquisite fixtures, 51 foot plots.

See these houses. Agents on premises.
Buy a lot at beautiful ROSE VILLA.
WE WILL BUILD A HOUSE FOR YOU.
Make your own terms.

Take Roseville Cars to Roseville Avenue, Walk North—or Bloomfield Avenue Cars to Roseville Avenue, Walk South. D., L. & W. Station Within Three Minutes' Walk. Agents on Premises.

Feist & Feist

Managing Agents

Scheuer Building, 738 Broad St.

Telephone 2645 Market

ROSE VILLA OFFICE

392 Roseville Ave., cor. 3d Ave. Tel. 1765-J Branch Brook

One of the One-Family Colonial Houses now being built

JUL 10 1911

NEWARK

AND ITS ATTRACTIONS

Newark has a Valuation of $344,821,700; a Population of 347,469; 173 Churches; 62 Public Schools; 21 Banks and Covers 23 1-2 Square Miles

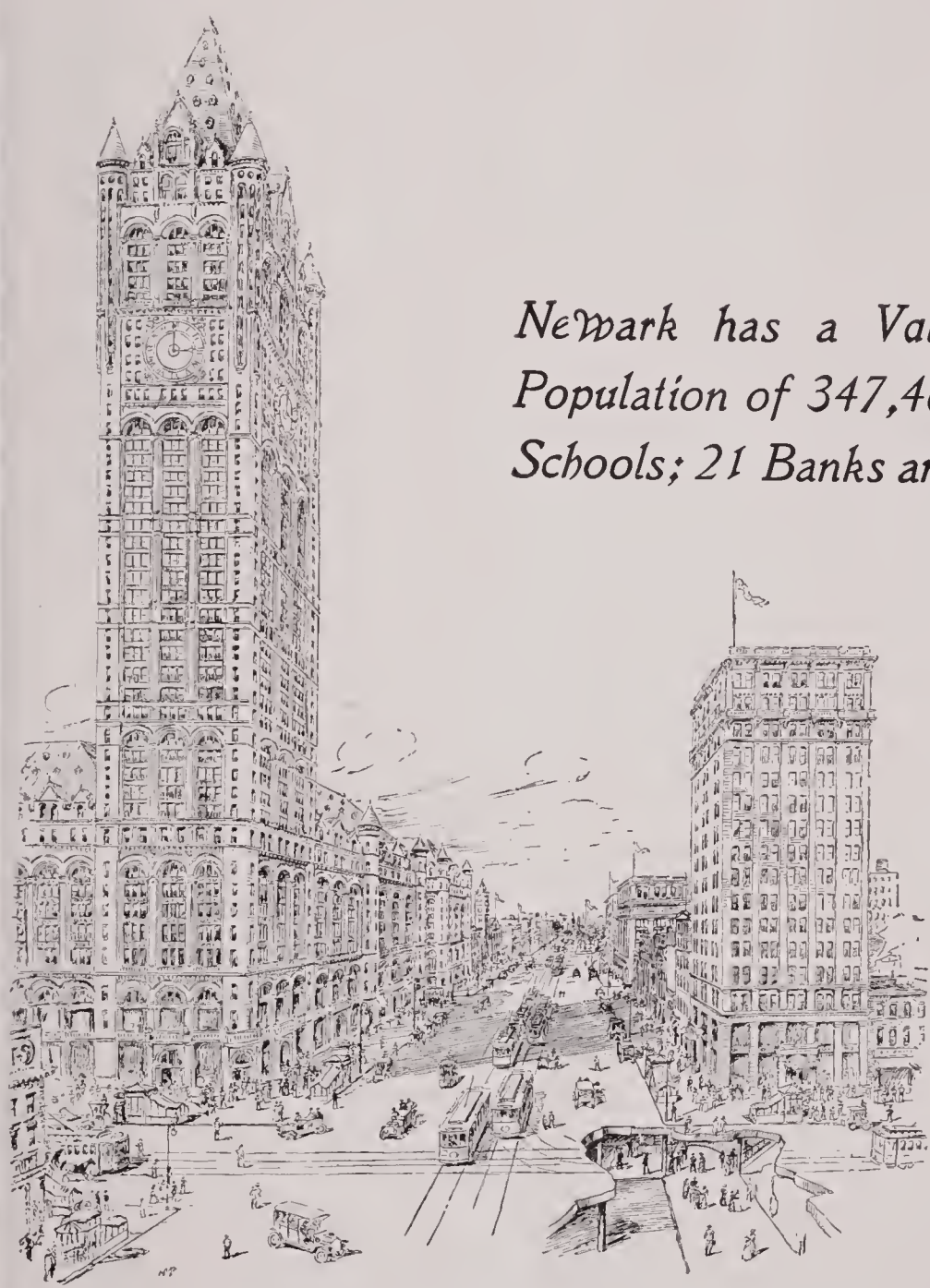

Illustration from the Newark Sunday Call.
WHAT THE SECOND BUSIEST CORNER IN THE UNITED STATES MAY LOOK LIKE.

ILLUSTRATED

NEW YORK:

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GEO. W. RICHARDSON,
198 BROADWAY.
1911

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THE WM. B. KERR CO., 144 ORANGE STREET, NEWARK.

THE WILLIAM B. KERR COMPANY,
Silversmiths and Goldsmiths,
144 Orange Street, Newark, N. J.
Offices at 15 Maiden Lane, New York, and 150 Post Street, Jewelers' Building, San Francisco, Cal.

It is true that the necessities of life are much higher in price than they used to be, but, on the other hand, not a few articles which used to be classed among luxuries they were so high in price are now included among the necessities, as they are offered at prices within the means of the average family. Prominent among such articles is silverware, for it is a sober fact that it is now obtainable at what would have been considered ridiculously low prices not a great many years ago. The William B. Kerr Company rank with the most successful houses in producing high-grade silver and gold novelties at remarkably low cost, so it is not to be wondered at that they do a very extensive business, which continues to steadily increase. The premises utilized are located at No. 144 Orange Street, and the facilities and management are such as to assure the prompt filling of even the most extensive orders.

HUYLER'S,
Confectionery, Ice Cream, Soda, Etc.,
643 Broad Street, Newark, N. J.

The greatest praise that can be given anything in the line of confectionery is to say that it is just as good as Huyler's, and of course that means that the one SURE way to obtain the very choicest confections which the market affords is to insist upon having some of Huyler's 55 brands. Establishments are maintained in all the leading cities, and the Newark store is located at No. 643 Broad Street, wihch was established about four years ago. There may be found, of course, a full assortment of Huyler's candies, the variety being so great that all tastes can be perfectly suited from it, while the great variety of fancy baskets, boxes, etc., admits of great latitude of choice in the selection of the wrapper. The ice cream soda and other fountain drinks at Huyler's are positively unequalled, and the facilities are such as to assure prompt service. Candies will be delivered everywhere by mail or express, and such a gift is sure to be very acceptable.

EASTMAN, DILLON & CO.,
Stocks, Bonds and Local Investment Securities,
E. Erle Moody, Manager,
756 Broad Street, Newark, N. J.

Prominent among the representative financial interests of Newark is the business of Messrs. Eastman, Dillon & Co., of which Mr. E. Erle Moody is manager. This firm are members of the New York Stock Exchange, possess every facility for executing orders promptly and intelligently, and have made such a record as to amply explain their success in building up a clientage which is great in amount and select in character. The premises utilized are located at No. 756 Broad Street, and the equipment is such as to guarantee thoroughly efficient service in the purchase and sale of stocks, bonds and local investment securities. This is universally conceded to be one of the most ably and carefullly managed enterprises of the kind in the entire state, and it certainly well deserves the high degree of success which it has attained.

FREDERICK VALENTINE,
Upholsterer and Cabinet Maker,
24 and 26 Central Avenue, Newark, N. J.

It is as true now as ever it was that experience teaches, and the fact that Frederick Valentine, upholsterer and cabinet maker, had twenty years' experience at his trade associated with such men as John Jeliff and Henry H. Miller, goes far to explain why he is so successful in attracting and retaining the most fastidious and exacting class of patronage. He maintains a thoroughly well-equipped establishment, located at Nos. 24 and 26 Central Avenue, employs an ample force of experienced and skilled assistants, and gives personal supervision to the filling of orders. Mr. Valentine does a general business as upholsterer and cabinet maker, including curtain hanging, mattress making, varnishing, polishing and general repairing, has built up an extensive and select patronage and is prepared to fill orders at short notice as well as in a thoroughly satisfactory manner.

WALSH'S SONS & CO.,
Wholesale Dealers in Scrap Iron and Metals, Woolen and Cotton Waste, Scrap Rubber and Leather, Machinery, Belting, Pulleys, Hangers, Etc.,
295-305 Passaic Street, Corner Carlisle Place, Newark, N. J.
P. R. R. Siding, Harrison, N. J.

An old-established enterprise which is very widely and favorably known among those having occasion to use power transmission machinery is that conducted by the Walsh's Sons & Company, whose place of business is located at No. 295 Passaic Avenue. This concern make a specialty of pulleys and shafting, and are called upon to fill many extensive orders, as well as almost innumerable smaller ones, for their record is such as to afford conclusive proof that it most decidedly pays to deal with them. They obtain their supplies from the most reliable sources, carry so complete an assortment as to always be in a position to fill orders without delay, and have a well-earned reputation for invariably quoting prices as low as the lowest, quality considered.

MISS BLANCHE FRIED,
Milliner,
47 Halsey Street, Newark, N. J.

It is an obvious fact that a Newark millinery establishment catering successfully to the most fastidious class of patronage must of necessity offer at least as great inducements as the leading New York establishments of the kind. So there is not a trace of exaggeration in the statement that Miss Fried, carrying on business at No. 47 Halsey Street, ranks with the leading milliners in the metropolis of the country. For she caters only to the most exacting class of patronage. Her success in that effort may be gauged from the fact that many of the leading families of Newark and the surrounding territory are numbered among her regular customers. A large custom is also enjoyed from ladies residing in the Oranges, Montclair and many other suburban sections. Of course, that means a great deal. It means ability to suit the most fastidious, to thoroughly satisfy the requirements of the very best custom trade, to do the very highest grade of millinery work and to fill orders at reasonably short notice.

MILLIE GREINER,
Stamping and Embroidery,
941 Broad Street, Newark, N. J.

Nearly fifty years have passed since the establishment of the business which is now conducted by Mlle. Greiner and it is safe to say that there is not a similar enterprise in the entire State which is more favorably known to ladies. The premises utilized are located at No. 941 Broad Street and the stock carried comprises full lines of the choicest imported and domestic laces, together with braiding and embroidery material and material for fancy work in general.

This establishment receives a very select, as well as a very extensive patronage, for those who are in a position to speak with authority on the subject say that the quality of the work done by Mlle. Greiner is so far superior to the average as to make comparison seem ridiculous so it naturally follows that she attracts and retains the patronage of the leading families.

JOHN CHATELLIER,
Gold and Silversmith,
Factory and Office, 306 Market Street, Newark, N. J.
New York Office, 341 Fifth Avenue.

Despite the fact that the market is fairly flooded with silverware of the "made to sell" variety, it still remains true that there is an active demand for silverware that is distinctly above the average in beauty of design and excellence of workmanship, so it naturally follows that Mr. John Chatellier is doing an extensive business in the manufacture of silver boxes of all descriptions, gold and silver novelties for men, also gold and silver card and vanity cases, for he has certainly demonstrated his ability to produce goods which easily hold their own in comparison with the very best in their line. The premises utilized are located at No. 306 Market Street and are equipped with machinery of the most improved type, which of course reduces the cost of production to a minimum and puts Mr. Chatellier in a position to be as successful in meeting honorable competition in price as in meeting competition in quality.

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South Broad Street, Looking North from Lincoln Park.

South Broad Street, Presbyterian Church and View Looking North.

"Something Different."

ALBERTS, BUOB & VAN NESS CO.,

Shirt Waist Rings, Matinee Rings, Signet Rings, Ladies' Rings, Misses' Rings, Baby Rings,

475 Washington Street, Newark, N. J.

The very active demand for the productions of the Alberts, Buob & Van Ness Company, manufacturers of rings, is the legitimate result of their ability to originate and produce goods which appeal favorably to the most discriminating buyers. The trade is continually demanding something new, and one result of that condition of affairs is that true beauty and good taste are often sacrificed in the attempt to get up something "novel." But such is not the case with the designs of this concern; they combine originality and good taste to a marked degree, so it is not to be wondered at that they are sought for by houses catering to the most fastidious class of trade. The premises utilized are located at No. 473 Washington Street; ample assistance is employed and the prompt delivery of orders is assured.

C. L. WILLIAMS,

Dealer in Automobile Supplies and Clothing,

971 Broad Street and 312 Halsey Street, Newark, N. J.

Mr. C. L. Williams has built up a very extensive business as a dealer in auto supples and clothing, for the motoring public have learned that goods sold by him are sure to prove precisely as represented in every detail, and that the prices quoted are in strict accordance with the lowest prevailing rates for goods of equal merit. The premises utilized are located at 971 Broad Street and 312 Halsey Street, and contain a very complete stock as it is so frequently renewed as to be fully up-to-date in every department. Mr. Williams has no use for "made to sell" goods, and makes no effort to compete in prices with dealers who handle but little else than them, but when it comes to full value for money received, it will be found that he holds his own in any company. Particular attention is paid to auto clothing, and the variety offered is so great that one is sure to find just what he wants at this popular store. The rapid increase of the business necessitated additional room, and the entire building at 971 Broad Street is now utilized. The three floors and basement are 110x25 feet each and contain one of the largest and best selected stocks of automobile supplies in the State. Buying in large quantities direct of the manufacturer, Mr. Williams is enabled to quote popular prices in high grade goods. The former location at 312 Halsey Street is still retained and the two stores contain a stock that will appeal to every car owner.

The Globe Building, 800-2-4 Broad Street, Newark.

The Globe Building, situated at Broad and Mechanic Streets, Newark, N. J., has been altered at a great expense and is one of the most modern and up-to-date office buildings situated in the heart of Newark's business center. The building contains about 192 offices, single and en suite, and has two new Otis electric elevators. The ground floor is occupied by The Franklin Savings Institution, The Broad and Market National Bank, The Fidelity Provident Loan Association and the Newark Board of Trade, Newark's most progressive and influential body of men. The numerous offices are occupied by Newark's most prominent lawyers and real estate fraternity.

FRANKLIN SAVINGS BANK,

804 Broad Street, Newark, N. J.

If there were a suitable number of such institutions as the Franklin Savings Bank established throughout this country and if the public in general would make as great use as possible of the facilities offered, there would not be the least occasion for lying awake o' nights trying to think up feasible schemes of pensioning people who were no longer able to earn an honest living. In time of peace prepare for war; in time of earning ability prepare for the time when earning ability is no longer present. That is the true American idea, and the further we depart from it the nearer will we approach the loss of that manly self-reliance which is the strongest asset which the people of any nation can possibly have. The Franklin Savings Bank has done, and is continuing to do, a vast amount of good, as they have been loaning on real estate at 5 per cent., when the rates were much higher everywhere, especially during the panic of 1007. The help it is offering by the encouragement its operation gives to the formation of the habit of putting something by for the coming rainy day is all the more beneficial from the fact that there is not even the least suspicion of "charity" connected with it. The Franklin Savings Bank is under the management of men in whom the community has absolute confidence, and its affairs are so conducted as to afford the best possible proof that this confidence is thoroughly well deserved. Inquirers will find that all necessary information as to the opening of accounts, etc., will cheerfully be given on application, and there is as little formality and delay in the transaction of business as is consistent with due protection of the true interests of all parties concerned. Interest is paid at the rate of four per cent. on sums not exceeding $1,000, and deposits made by the third of a month draw interest from the first of that month. The bank is conveniently located at No. 804 Broad Street, and its affairs are cared for by the following well-known citizens: Managers—J. Ward Woodruff, Henry M. Doremus, William Fairlie, Edward L. Conklin, Henry Herpers, John P. Contrell, Julius A. Lebkuecher, George W. Jagel, Joseph M. Riker, William Scheerer, J. Ten Eyck, Merritt G. Perkins, William G. Brenn.

MARKET AND BROAD STREETS, SHOWING FIREMEN'S INSURANCE BUILDING AND THE GLOBE BUILDING.

FIREMEN'S INSURANCE COMPANY

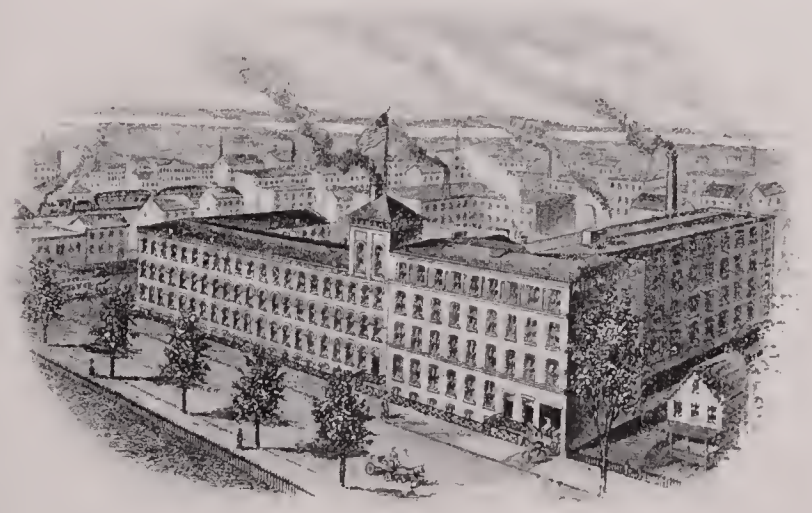
Corner Broad and Market Streets
NEWARK, N. J.

The Firemen's Insurance Company has a most enviable record in connection with the equitable adjustment and prompt payment of losses, and has been and is so carefully and skilfully managed as to be considered one of the strongest insurance companies in the entire country. The following figures from a late statement will be of interest: Capital, $1,000,000; net surplus, $2,841,939; surplus to policyholders, $3,841,939; reserve reinsurance fund, $2,037,952; reserve for unpaid losses and all other liabilities $241,491; total assets, $6,121,382. A very important department of the business is the loaning of money on bond and mortgage, and the facilities are such that real estate loans can be arranged at short notice. The officers of the company are as follows: Daniel H. Dunham, president; Charles Colyer, vice-president; A. H. Hassinger, secretary; James K. Meldrum, assistant secretary; John Kay, treasurer; Hobart B. Brown, cashier.

KREMENTZ & CO.

MANUFACTURING JEWELERS

49 CHESTNUT ST. NEWARK, N. J.



The firm of Krementz & Co. are the manufacturers of "Krementz One-Piece Collar Buttons," which have become famous not only in this country, but are also exported in quantities to all the countries of Europe and South America.

Krementz & Co. are also manufacturers of a general line of platinum and 14-kt. gold jewelry, and it is impossible to praise this line more highly than to say that every piece of it is as reliable as the Krementz Collar Button.

This firm receives a very extensive and select patronage; their productions being handled by the leading dealers everywhere, for they attract and retain the patronage of the most discriminating retail buyers, as they give the best of satisfaction as regards both quality and cost.

SLOAN & CO.,
Manufacturing Jewelers,
Established 1857,
160 Mt. Pleasant Avenue, Newark, N. J.

It is no easy matter to accurately gauge public taste in advance, for it by no means infrequently happens that goods which are artistic in design and excellent in workmanship and material fail to catch the popular fancy, but still there are concerns which seem to have solved that problem, and prominent among them is that of Sloan & Co., manufacturing jewelers, whose factory is located at No. 160 Mount Pleasant Avenue. They have built up an extensive business in fine 14-K jewelry, but in spite of its magnitude, orders are assured immediate attention and early delivery, for the facilities are in keeping with the demand. Messrs. Sloan & Co. have their business thoroughly systematized and are as well prepared to meet competition in prices as they are to furnish goods which will give the best of satisfaction to buyers.

EMPIRE AUTO SUPPLY CO.,
277 Halsey Street, Newark, N. J.

The Empire Auto Supply Company might well be called "Universal Providers," for there is nothing in the line of dependable auto supplies which they are not prepared to furnish, including auto clothing, auto robes, auto caps, etc. The only sort of auto supplies you will not find at their establishment is the made-to-sell variety. This house has built up a large and select patronage by rendering exceptionally complete and uniformly reliable service, and they prefer to handle only such goods as they can conscientiously guarantee will prove precisely as represented. The prices are sure to be in strict accordance with the lowest market rates, and the facilities are such that the prompt filling of orders is assured. The premises utilized are located at No. 277 Halsey Street—and we may add that this store is an excellent place to visit if you wish to see the latest accepted novelties in auto supplies.

GEO. E. ILSLEY,
Furrier,
87 Halsey Street, Newark, N. J.

An establishment which well deserves the very extensive and select patronage which it receives is that conducted by Mr. George E. Ilsley and located at No. 87 Halsey Street. Mr. Ilsley is a furrier who makes a leading specialty of fine custom work. But his prices are remarkably low, especially on orders given between busy seasons, and at the present time orders for garments to be made up in the coming Fall and Winter styles will be filled at prices which cannot fail to suit even the most economically disposed. Mr. Ilsley deals in furs of all kinds and in all standard grades, so one has the advantage of choosing from a great variety and also has the advantage of dealing with one who has a high and well earned reputation for representing things just as they are. Mr. Ilsley does an extensive business, and it is pleasant to be able to state that it continues to steadily increase. The entire building of three floors is occupied. Before opening this store Mr. Ilsley was engaged as a practical furrier and cutter for fifteen years with W. H. and R. Burnett and their successor, C. E. McClennen. Repairs and alterations are made during the Summer months at special rates. All work done on the premises and under personal supervision of Mr. Ilsley. Furs taken on storage and insured against fire, moth and burglary. Goods called for and delivered free of charge.

HENRY BROS. & CO.,
Stocks, Bonds and Local Investment Securities,
John M. Miller, Resident Partner,
1 Clinton Street, Corner Broad Street, Newark, N. J.

The firm of Henry Bros. & Co. is composed of Mr. Howard H. Henry, member New York Stock Exchange; Mr. Ambrose D. Henry, Mr. William E. Gordon and Mr. John M. Miller, who is resident partner. The record of this house affords the best possible proof of its ability to render exceptionally prompt, intelligent and efficient service, and it has built up a clientage which is both great in amount and select in character. Particular attention is given to the handling of local securities and in small lots of New York listed stocks for investment, and in these departments a very extensive business is done, as the investing public have learned that the firm of Henry Bros. & Co. may safely be depended upon to give intelligent and uniformly reliable guidance in the selection of securities which combine safety of principal with the yielding of "worth while" income. The establishment is located at No. 1 Clinton Street, corner of Broad Street, and there is every provision for the prompt transaction of business.

LAYMAN-VAN NESS CO., INC.,
Makers of Gold Jewelry,
91 Oliver Street, Newark, N. J.
New York Office, 13 Maiden Lane.

The fame of Newark as a jewelry manufacturing center is certainly fully justified, for when it comes to a combination of artistically designed and honestly made jewelry and positively bottom prices, it is doubtful if the equal of the Newark jewelry manufacturing houses can be found in the entire country. Prominent among them is that of the Layman & Van Ness Company, Inc., whose factory is located at No. 91 Oliver Street. The line of jewelry produced by this concern never appears to better advantage than when subjected to the most searching comparison with that of other houses, for in design, in workmanship and in finish, it is very far superior to the average. An extensive business is done, but the facilities are in keeping with the magnitude of the demand, and this concern are always in a position to fill orders promptly as well as to fully meet all honorable competition in prices.

WASHINGTON STREET FROM CENTRAL AVENUE, LOOKING NORTH.

MRS. V. M. BEST,
Importers of Hats, Toques, Etc.,
25 Halsey Street, Newark, N. J.

It is a recognized fact that Newark millinery houses catering to the most fastidious class of trade have to compete in quality with the leading New York concerns, so the simple fact that Mrs. V. M. Best offers a service which attracts and retains such trade affords the best possible proof of the high character of the inducements afforded. Mrs. Best is a direct importer of Hats, Toques, etc., makes a leading specialty of Mourning Hats, and owes much of the high degree of success she has attained to the taste and ability displayed in the offering of exclusive styles. The premises utilized are located at No. 25 Halsey Street, and the facilities and management are such as to assure the prompt filling of orders. It is hardly necessary to add that members of the leading families of Newark and vicinity are numbered among Mrs. Best's regular customers.

MAIER & HENCH,
Steel Engraving, Die Sinking and Tool Making,
Jewelers' Tools Our Specialty,
'Phone 901-L Market,
7 Scott Street, Newark, N. J.

One of the advantages of carrying on a manufacturing enterprise in a great industrial center like Newark is to be found in the fact that at such a place it is possible to get really expert work done in the line of die and tool making. Of course it is necessary to use discrimination in the placing of orders, but no mistake will be made if they are placed with Messrs. Maier & Hench, as it is but fair to state that no concern in the entire state has a higher reputation in connection with the doing of die and tool making and also steel engraving. The premises utilized are located on Scott Street, corner of Orchard, and the facilities are such as to assure immediate and painstaking attention to orders and the quoting of as low prices as can be named in connection with the doing of work of equal merit.

G. W. FAUTZ & CO.,
Successors to F. A. Schlosstein & Co.,
Manufacturing Jewelers,
93 to 107 Lafayette Street, Newark, N. J.

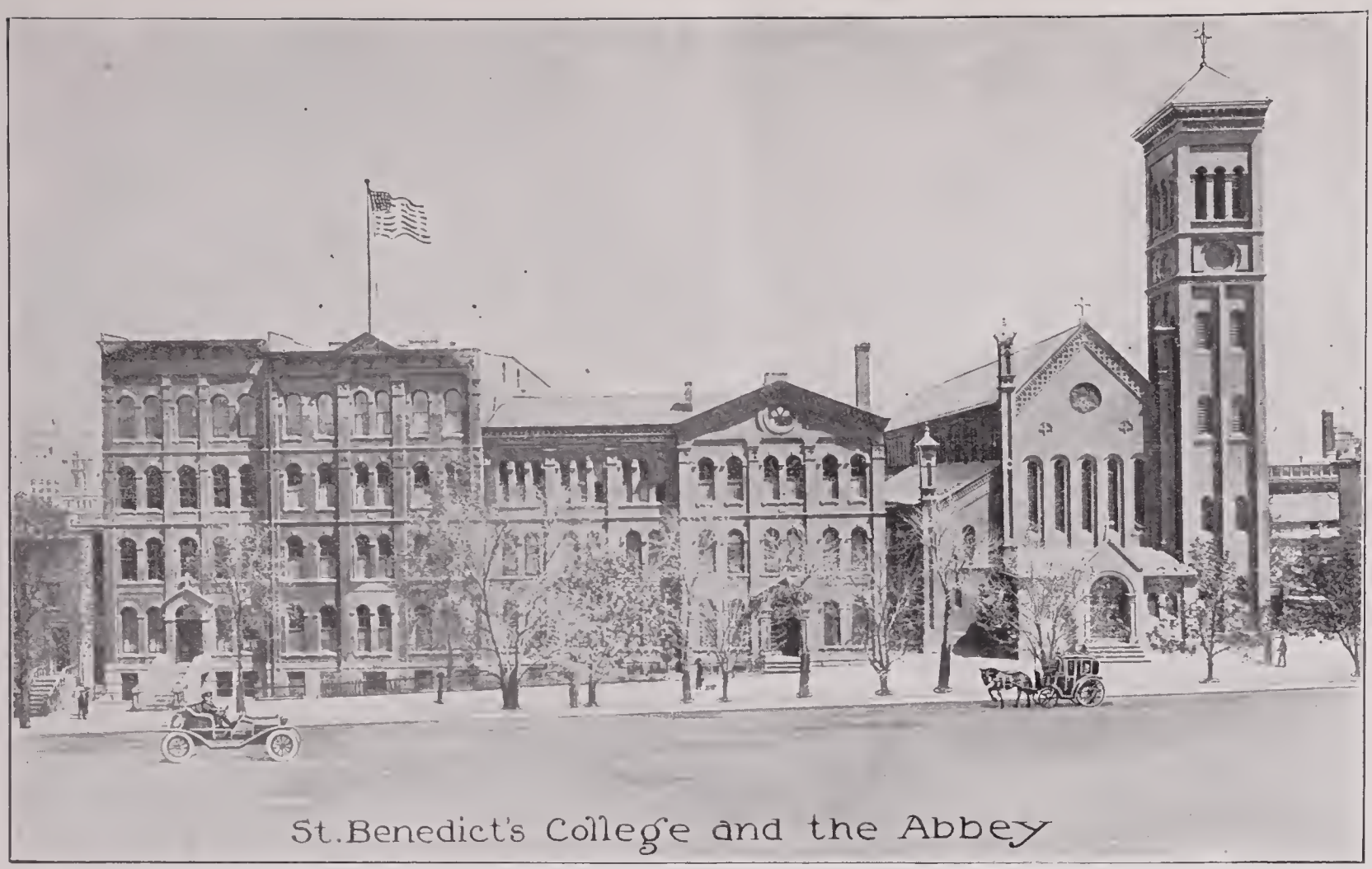
Without disputing the fact that the location of Newark—adjacent to by far the greatest jewelry market on this continent—has much to do with Newark's supremacy as a jewelry manufacturing center, it may still be maintained that such courage, skill and determination as is shown by Newark manufacturing jewelers, taken as a whole, would practically guarantee success in any location. Prominent among these houses is that of G. W. Fautz & Co., whose factory is located at No. 101 Lafayette Street, and was originally started in 1882 by F. A. Schlosstein. They attract and retain the patronage of discriminating buyers by offering superior inducements in design, quality and price, so it naturally follows that they have built up an extensive business which continues to steadily increase. Employment is given to an ample force of experienced and competent help, and orders are assured painstaking attention and early delivery.

FREDERICK KEER'S SONS,
Established 1855,
Art Store,
917 Broad Street, Newark, N. J.

The largest Art Store in the state is that conducted by the firm of Frederick Keer's Sons and located at No. 917 Broad Street. It extends through to Halsey Street and affords opportunity for the carrying of a stock which is so complete in every department and so carefully and skilfully chosen as to attract art lovers from many distant points. And its most gratifying feature is the entire absence of "made to sell" goods. The oil paintings, water colors, etchings, steel engravings, silverware, china, glass, antique furniture, etc., are of the sort which appeals successfully to the most cultivated and refined tastes, so it is easy to understand why this Art Store has a much more than merely local reputation. The making of picture frames is an important department of the business, and the facilities are such as to assure the prompt as well as the eminently satisfactory filling of orders.

COURTOIS, BUSH & GARRIGUS,
Manufacturing Jewelers,
475 Washington Street, Newark, N. J.

The firm of Courtois, Bush & Garrigus is composed of practical men who have had long and varied experience in the manufacture of jewelry and are therefore in a position to render expert service. This concern during the past 20 years have built up an extensive business which continues to steadily increase, for the trade find that the productions of this house are both pleasant and profitable to handle, so it would be strange indeed if there were not a steadily growing demand for them. The premises utilized are located at No. 473 and 475 Washington Street and are equipped with the latest improved machinery. Employment is given to an adequate force of experienced and reliable assistants, and the facilities are such as to enable orders to be filled at short notice, as well as in a thoroughly satisfactory manner.



St. Benedict's College and the Abbey

ST. BENEDICT'S COLLEGE,
522 High Street, Newark, N. J.

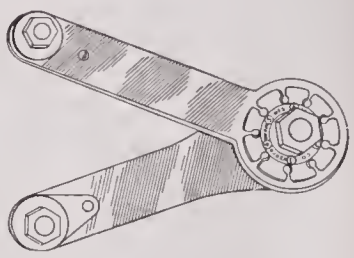
A Newark educational institution which reflects credit upon the city and is well worthy of the liberal patronage which it receives is St. Benedict's College, conveniently located at No. 522 High Street, for the education of day pupils. The management are fully appreciative of the fact that the character of one's "schooling" should be determined by the goal one is striving for, so choice is offered from three distinct courses, Classical, Academic and Commercial, each of which is as complete and efficient as would be the case were the college devoted to that course alone. As for the results attained—business men speak in the highest terms of the practicability of the commercial course, and the higher institutions of learning accept a certificate from St. Benedict's College as sufficient proof of capability. The new college building erected in 1910 is 90 x 30 and four stories high and a large basement, and is considered one of the best equipped school buildings in the entire State. The laboratories are up to date and contain every equipment necessary for making experiments, and are under the charge of the Benedictine Fathers, the oldest Catholic teachers' order in existence. Splendid opportunities for athletic sports are afforded by the large grounds surrounding the college, where lawn tennis, baseball, handball, basket ball and other sports are indulged in by the students.

Office and Factory of the Westen Manufacturing Co.

WESTEN SHOCK ABSORBERS

Put to Test on "Ocean to Ocean" Run

Fifty enthusiastic automobilists left Atlantic City, June 26th, on an ocean-to-ocean tour. It was vital that everything possible be provided for their comfort, as the road conditions vary from the best to the worst between the two oceans. Such conditions made it necessary that each car be equipped with WESTEN SHOCK ABSORBERS to give smooth riding at all times. Ordinary tourists could not stand this constant vibration for six weeks, unless their cars were equipped with these Absorbers.



WESTEN SHOCK ABSORBERS were selected because of their known reliability under the most trying conditions. Besides the question of riding comfort, it was also a matter of saving Engine, Springs and Tires from the constant rack and strain. One of the ideal features of these Shock Absorbers is the fact that they need no adjustment for the varying road conditions. It is believed these Absorbers will receive much favorable comment from the showing they make on this trans-continental trip.

WESTEN SHOCK ABSORBERS MADE IN NEWARK
290 HALSEY STREET

Market Street, Opposite Pennsylvania Depot.

FINEST QUALITY CUT GLASS "FROM OUR FACTORY TO YOU"

NEWARK CUT GLASS CO.

Salesroom, 17 West Park Street

5 doors from Broad Street

NEWARK,
N. J.

The Newark Cut Glass Co. sell the finest quality Cut Glass at their salesroom, 17 West Park Street, at factory prices, and their prices are a revelation! Examination of their goods will do more than pages of argument to prove the truth of this statement. The stock is very large and complete; from it may be chosen suitable gifts for all occasions and it includes many new designs which are *artistic* in the true sense of a much mis-used word. This business was established in 1889 and the company has built up a very extensive as well as most select patronage.

EMPIRE TIRES,
R. E. Gillam, Manager,
Newark Branch, 263 Halsey Street, Newark, N. J.

While it is unquestionably a fact that in very many cases where complaint is made of the short life of automobile tires, the fault lies in the abuse—not the use—of them, it is nevertheless true that there is much difference in the durability of the various brands of automobile tires on the market, so it certainly pays to exercise discrimination when it comes to making choice. Very many automobilists have learned from experience that a sure way to get tires that will give the best of satisfaction is to insist upon having the Empire brand, as they are very skilfully made from the best of material and therefore have positively no variation in quality. The Empire tire preservers are very widely and favorably known, as are also the Empire Peerless red tubes, for they are most emphatically "built for business," and the use of them means a saving of trouble and money. The Newark Branch is located at No. 263 Halsey Street, has 'phone connection, and orders are assured prompt and careful attention.

WIEGAND & CO.,
Formerly Arthur Marson, Inc.,
Makers of Gold and Platinum Swivels, Spring Rings, Snaps, Bars, Etc.,
112-116 Arlington Street, Newark, N. J.

It is no easy task to foresee the tastes of the public, so it often happens that a line of jewelry which apparently ought to prove thoroughly satisfactory falls far short of fulfilling expectations. Of course the really successful manufacturing jewelry houses are those most capable of solving that problem, and prominent among such is the house of Wiegand & Co., whose factory is located at No. 112-116 Arlington Street. As they are successful in making choice of styles which meet with ready sale, it naturally follows that they are very favorably known to the trade and do a business which is large in amount and steadily continues to increase. They manufacture gold and platinum swivels, spring rings, snaps, bars, etc. As their factory is fully up-to-date in point of equipment they are in a position to easily meet all honorable competition in prices; and such close supervision is exercised that the goods produced are sure to be fully up to the standard in every detail.

CHAMPENOIS & CO.,
Makers of Gold Jewelry,
50 Walnut Street, Newark, N. J.

The firm of Champenois & Co. are successful in producing jewelry which is regarded very favorably by the trade, as it not only "sells well" to retail buyers, but gives such enduring satisfaction as to reflect credit upon the dealers that handle it. The factory is located at No. 50 Walnut Street and is equipped with the latest improved machinery, so that the cost of production is reduced to a minimum and the firm is consequently in a position to quote as low prices as can possibly be named on goods of equal merit. Employment is given to an ample force of experienced and competent assistants, close and skilful supervision is exercised and every precaution is taken to assure the maintenance of the high standard associated with the productions of this establishment.

V. ERVEY,
Clothing Renovated and Made Over,
896 Broad Street, Newark, N. J.

The name and address, "V. Ervey, 896 Broad Street," are well worth bearing in mind, for although you may have no present need of having strictly first-class clothing renovating done, you doubtless will have some time in the near future. And Mr. Ervey does the very best work in that line which is obtainable anywhere at any price. He is equally well prepared to fix up either ladies' or gentlemen's clothing, including cleansing, pressing, altering and repairing, and we have no hesitation in guaranteeing satisfaction to those who place orders with him, as we feel confident that even the most fastidious patron cannot help finding his work eminently satisfactory. Competent assistance is employed, and the facilities are such as to assure the reasonably prompt filling of orders, despite the magnitude of the business.

Above Cut Shows Office as Fitted Up by Osmun & Cook.

OSMUN & COOK,
Newark Dental Depot, Electric Appliances and Office Furniture,
7 West Park Street, Newark, N. J.

The firm of Osmun & Cook are certainly entitled to prominent mention among those houses which are most successful in their efforts to maintain the very high reputation of Newark as a distributing center, for this concern are very widely known as dealers in the very best which the market affords in the line of Dental Supplies, and consequently they attract and retain the patronage of the most discriminating buyers. The premises utilized are located at No. 7 West Park Street, and a very large stock is carried, every effort being made to keep it complete in every department, so Messrs. Osmun & Cook are always in a position to fill orders without undue delay. No concern is in a position to quote lower prices on goods of equal merit, and the magnitude of the business proves that the advantages offered by this representative house are widely appreciated.

MISS MAE TRINTER,
Hair Dressing and Manicuring Parlors, Human Hair Goods, Facial and Scalp Massaging,
68 Halsey Street, 2 Doors from New, Newark, N. J.
Telephone 2970-W Market.

The establishment conducted by Miss Mae Trinter at No. 68 Halsey Street may be briefly described as a hair dressing and manicure parlor, which deserves and receives an extremely extensive and select patronage. A very skilfully chosen and complete assortment of human hair goods is carried in stock, and it is kept to fully up-to-date that it will not suffer a bit by comparison with the assortments shown in the leading New York establishments, while the prices quoted are very considerably lower. Although Miss Trinter does an extensive business, one is assured prompt attention, for the facilities are in keeping with the magnitude of the patronage, so the possibility of annoying delay is reduced to a minimum. The standing of this establishment is best indicated by the fact that it receives the full endorsement of the best people of Newark and vicinity.

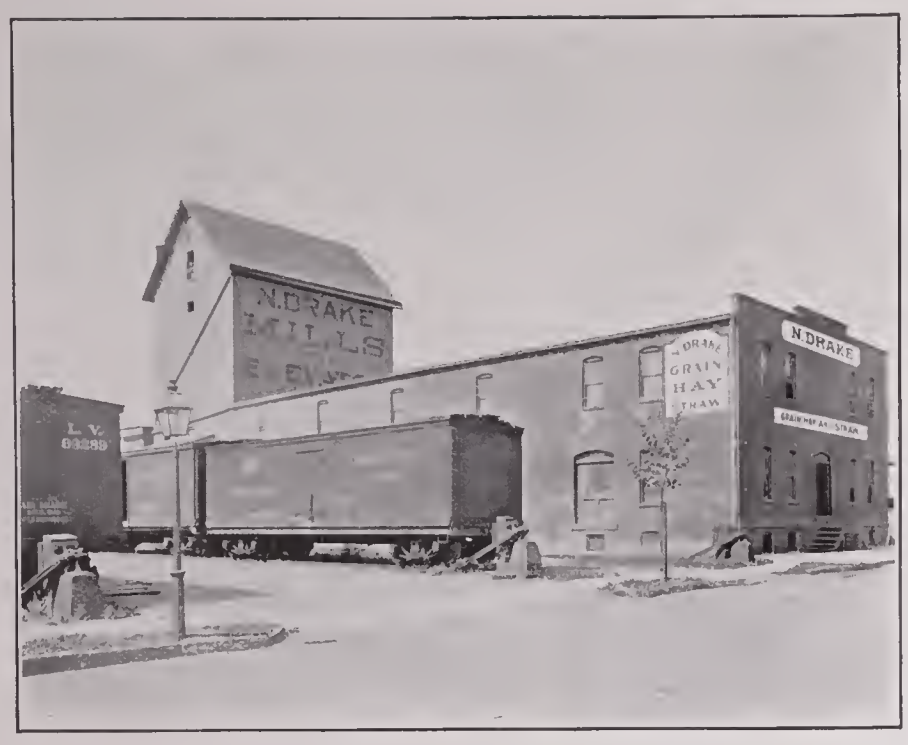
ANDERSON'S RESTAURANT,
315 Halsey Street, Newark, N. J.

The great increase of late years in the cost of food products of all kinds has made it more difficult than ever before to find a place at which one can obtain a thoroughly satisfactory meal at a moderate price, so we feel that we are doing such of our readers as have not already found such a place a decided service in calling their attention to Anderson's restaurant, for it most certainly "fills the bill" (also its patrons) in a thoroughly satisfactory manner. The premises utilized are spacious, well-arranged and very thoroughly equipped, and have been for three years at the present location, No. 315 Halsey Street, near Court Street, and were for seventeen years on William Street. The bill of fare is always varied and complete, the cooking is first-class and the service is prompt and efficient. As for the prices—the simple statement that a regular dinner is served for 25 and 35 cents may not mean much to you, but when you have learned from experience the sort of a dinner it is, it will mean a great deal! Try it. It will most certainly pay you.

VIEW IN BRANCH BROOK PARK

LAKE IN BRANCH BROOK PARK

Lincoln Park with So. Broad Street in Distance.

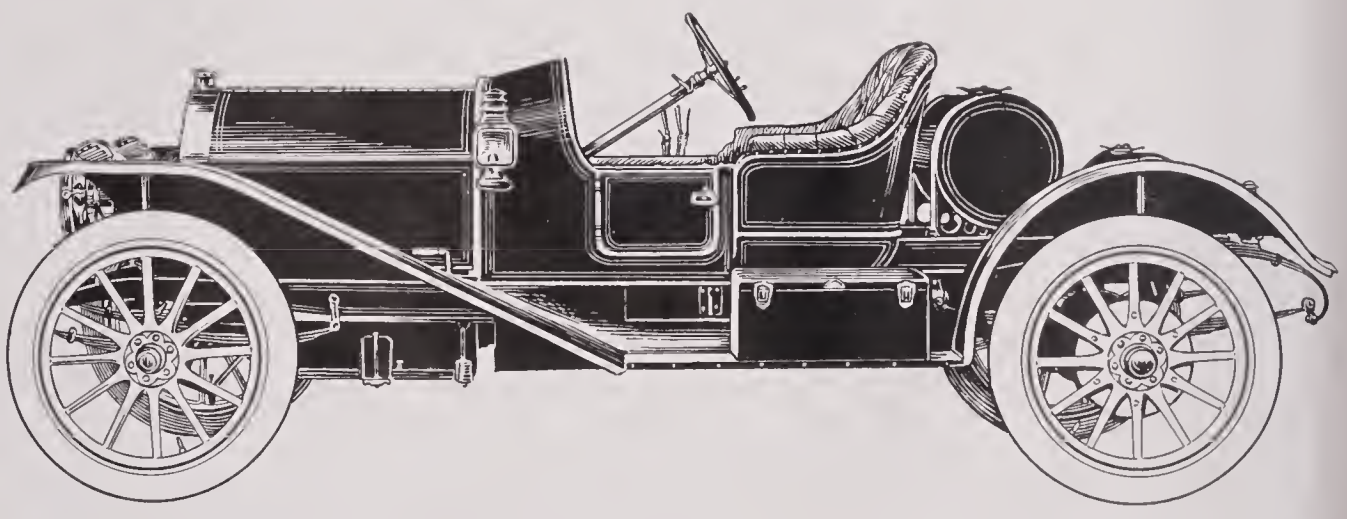


N. DRAKE,
Miller and Dealer in Grain, Flour, Feed, Meal, Hay, Straw, Etc.,
Office and Storehouse, 80, 82, 84 and 86 Poinier Street, Newark.
Mills and Elevator on L. V. R. R.,
Newark and Irvington, N. J.

The grain and feed business conducted by N. Drake at Newark and Irvington is one of the largest of the kind in this section and was started in 1870 by E. W. Drake. From 1875 till 1890 the firm was G. D. & N. Drake. Since 1890 the business has been conducted by Mr. N. Drake alone. At Newark the elevator has 40,000 bushels capacity, and there is storage capacity for 50 carloads. At Irvington the elevator capacity is 35,000 bushels and there is storage capacity for 25 carloads. The coal pockets at Irvington have a capacity of 1,500 tons. There are two railroad switches on the Lehigh Valley R. R. for the unloading of coal and the extent of the business at Newark and Irvington keep 27 wagons busy. Telephone orders sent to either place will be promptly filled and the best grade of clean coal or flour, grain, feed, meal, hay, straw. etc., delivered.

WELDON & BAUER COMPANY,
Distributors National Cars,
200 Halsey Street, Newark, N. J.

The enormous demand for the National motor cars is the legitimate result of the making of an unprecedented record of reliability, power, speed and endurance. It is but natural that the preference should be given to the make of car that wins in stock events—especially when, as in the case of the National, there has not been even an attempt at evasion of the stock rules. Consult the records. See what the National has actually done—and you will need no glowing description of what it can do to make you regard it very favorably. The distributors in this section are the Weldon & Bauer Company, whose salesrooms are located at No. 200 Halsey Street. They are always ready to give demonstrations of the National's efficiency and it will be found that this company look upon the interests of customers as being identical with their own.



THE NATIONAL 40 ROADSTER. WELDON & BAUER CO., DISTRIBUTORS.

RUDOLPH A. KOETHER,
Established 1873,
Plumbing and Heating Contractor,
17 Court Street, Newark, N. J.

Mr. Rudolph A. Koether, a plumbing and heating contractor, succeeded to the business of his father, the late F. J. Koether, who established it in 1873. He is called upon to execute a great many commissions, having conclusively demonstrated his ability to make good on every contract which he has undertaken, and the public have found that it pays to place contracts with him. Estimates will be cheerfully furnished on application. No matter how large or small the work may be it will have Mr. Koether's personal attention, and all work is done under a guarantee of satisfaction. He does a large business, employing a large working force, and is prepared at all times to undertake a job, no matter how large or how small. His office is located at No. 17 Court Street, in the heart of Newark's business district, and every order is assured immediate and careful attention. Among some of the prominent contracts fulfilled by Mr. Koether, we might mention the following: For the Union Building Co., five four-story apartment houses on Orange Street; eight two-family houses on Seymour Avenue; twelve two-family houses on West Rose Street; twenty-two two-family houses on Treacy Avenue; fifteen two-family houses on Shanley Avenue; four six-family apartments on Sussex Avenue. For Mr. Benj. Kaiser: Two three-family apartments on Elizabeth Avenue. For Mr. J. P. Gegenheimer, three two-family apartments on South 14th Street. For Dr. I. J. Rachlin, private dwelling house on Clinton Avenue and an apartment house on Parkhurst Street. For Mr. Louis Schlesinger: Hotel building on North Broad Street. For Baime Brothers: Three six-family apartments on South 10th Street. This list is taken at random from a large number of contracts, all of which have been carried out within the past two years.

L. LELONG & BROTHER,
Gold and Silver Refiners, Assayers and Sweep Smelters,
Jewelers' and Silversmiths' Work a Specialty,
Halsey, Marshall and Nevada Streets. Newark, N. J.

The firm of L. Lelong & Bro., smelters and refiners, is one of the oldest in the trade, having been established in 1858. They occupy their own building on Halsey, Marshall and Nevada Streets, Newark, and have a completely equipped plant, up-to-date in every particular. The trade of this well-known firm extends to many distant points outside of the United States, and close supervision is exercised over every detail of their business. Care is taken to employ only competent and reliable help. Messrs. L. Lelong &Bro. are gold and silver refiners and sweep smelters, and one of their specialties is work for jewelers and silversmiths. Many leading firms have been on their list of customers for years.

HESSON'S RESTAURANT,
William Street, Newark, N. J.

Hesson's Restaurant, 10 William Street, one door from Broad, is one of those establishments which you are sure to often hear spoken of as "a nice place and very moderate priced." It is located on William Street and is extensively patronized; but it is not one of those places which do so much business in proportion to their facilities that they cannot properly handle it. Whether you dine a la carte or regular dinner, you are sure to get a reasonable abundance of carefully and skilfully cooked food at a very reasonable expense, and you will find that the service is prompt, neat and obliging. On Sundays a fine chicken dinner is served. Of course the only sensible way to "size up" Hesson's is to make personal trial of the facilities there offered, and we hope all our readers will do so, for we are confident they will then fully endorse all that we have said in favor of it.

CLINTON AVENUE—LOOKING EAST FROM HIGH STREET.

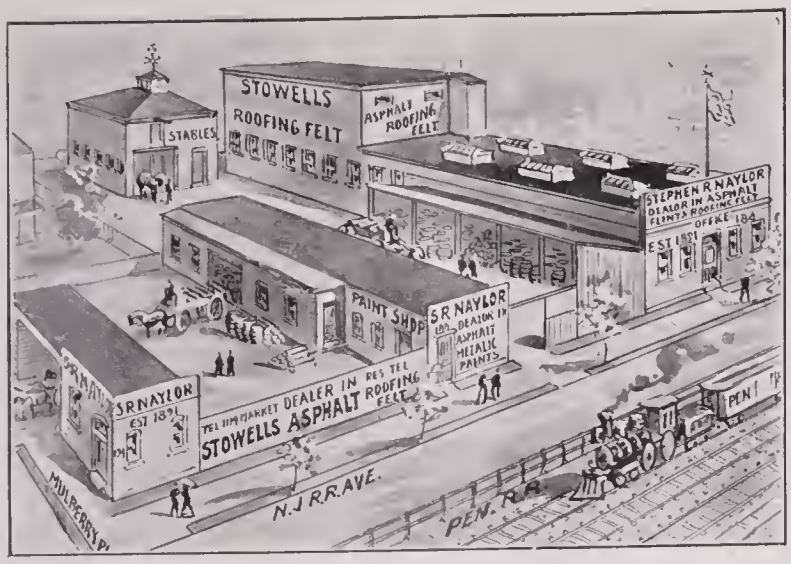
COURT STREET—LOOKING EAST FROM HIGH STREET.

ASPHALT FLINT ROOFING.

It has been passed upon by the Board of Underwriters as a standard roofing, which guarantees a low rate of insurance.

Our natural asphalt roofing is no experiment. It has been on the market for years and its superiority over others is thoroughly established and indisputable.

We do not say we make the only asphalt roofing manufactured today. What we do say and want to impress upon you is that **ours is the only Asphalt Roofing in which coal tar is not used.**



ASPHALT FLINT ROOFING.

Is surfaced on both sides with ground slate and mica and represents the higher pinnacle of success in the manufacture of prepared roofings.

The appearance is silvery gray and unusually attractive. Its greatest usefulness is upon very handsome buildings where it will do credit to the highest art in construction and architecture, is positively superior to any other similar product and will readily find its way into uses such as covering the decks of ferry boats and other vessels where it will serve as a carpet and any man who can roll the roofing straight and drive a nail can successfully lay the goods. The work is clean and speedily accomplished.

STEPHEN R. NAYLOR,
L. D. Phone 1114 Market; Res. 'Phone 1990-J, Waverly,
Dealer in Stowell's Asphalt Roofing Felt,
184 to 194 New Jersey Railroad Avenue, Newark, N. J.

Just a score of years has passed since the inauguration, in 1891, of the enterprise conducted by Mr. S. R. Naylor, so that the public have certainly had ample opportunity to learn from experience what the practical value is of the roofing material, etc., in which he deals. That the results of the test have been favorable is indicated by the magnitude of the business built up, requiring the occupancy of very spacious premises, which are located at Nos. 184-194 New Jersey Railroad Avenue. Mr. Naylor does not handle what are ordinarily called cheap goods—that is, made to sell goods—but he most certainly **does** quote very low prices on goods of standard merit, and he is always in a position to fill even the most extensive orders without delay, so it is easy to understand why his establishment is very popular with both large and small buyers. Asphalt Flint Roofing Felt, $1.50 roll, 108 square feeet; market price, $3; standard goods; remnants, $1; not tar paper; needs no coating; excellent over old shingles or tin roofs; blue ribbon given at State fair for durability; asphalt or metallic paints, 60c. gallon.

NEWARK EMBLEM CO.,
800 Broad Street, Newark, N. J.

The Newark Emblem Company, of 800 Broad Street, from the start have been consistent in their effort to produce reliable grades of goods. The question of quality has been primary and their hold upon trade, once acquired, rests upon this basis—supplemented by their ability through economy in manufacture and small overhead expense, to meet any legitimate competition. The company make what is believed to be the largest line of high grade gold front emblem fobs in the United States—as also a very complete line of emblems, charms, rings, etc., for the standard and fraternal societies of the country. They have lately introduced a one piece button back which appears to meet the approval of the trade in general, being something radically different in construction and strength.

ANDREW O. KIEFER,
Established 1891,
Manufacturing Jeweler,
61 Arlington Street, Newark, N. J.

There is sure to be a demand for gold rings which combines originality and beauty in design and uniform excellence in workmanship and finish, so it is easy to understand why Mr. Andrew O. Kiefer does an extensive business, for those manufactured by him are second to none in the important features which we have mentioned. Mr. Kiefer is very thorough in his methods, employs 50 experienced and reliable assistants, exercises close supervision, and spares no pains to maintain his high reputation for producing 10-k. rings in new and attractive patterns, which are sure to be fully up to representations in even the minutest detail. The factory is located at No. 61 Arlington Street and is equipped with machinery of the most efficient type, so Mr. Kiefer is in a position to fully meet all honorable competition in prices.

WM. HUGER & CO.,
Manufacturers of Lockets, Buttons and Scarf Pins,
Special Order Work, Designs Submitted,
44 Marshall Street, Newark, N. J.

William Huger & Co. are successful in manufacturing jewelry which sells well and which yields a fair margin of profit to the retailer, so it is not to be wondered at that their productions are in active demand. They combine artistic beauty and novelty in design and are uniformly excellent in workmanship and finish, therefore they appeal favorably to discriminating buyers, especially as Wm. Huger & Co. are in a position to fully meet all honorable competition in prices. The premises utilized are located at No. 44 Marshall Street and are equipped with machinery which is of the latest improved type. Employment is given to an adequate force of experienced assistants and orders are assured prompt attention and early delivery.

WASHINGTON STREET PHOTO SUPPLY HOUSE,
Edward C. Wind,
366 Washington Street, Newark, N. J.

The Washington Street Photo Supply House, carried on by Mr. Edward C. Wind, is one of the most truly popular business establishments in the entire city; and its popularity is by no means confined to Newark, as is evidenced by the fact that there is a very extensive and select out-of-town patronage. Particular attention is given to developing, printing and enlarging for the amateur; and as the work is done in a thoroughly satisfactory manner and the charges are uniformly fair and reasonable, it is not in the least surprising that the Washington Street Photo Supply House should do a large business in that department alone. The business includes commercial work in general and the facilities are such as to assure promptitude as well as skill in the filling of orders. The premises utilized are located at No. 366 Washington Street, corner of Hill Street.

THE DAVID C. DODD CO.,
Manufacturing Jewelers,
W. Irving Royce, President and Treasurer,
John T. Bird, Vice-president and Secretary,
Corner Halsey and Marshall Streets, Newark, N. J.

The David C. Dodd Co., manufacturers of a high grade of 14 karat and platinum jewelry, are well known to the fine retail trade throughout the United States and Canada. Mr. David C. Dodd, Jr., who incorporated the business in 1904, was one of the pioneers in this industry here, starting over 60 years ago. The concern still maintains its reputation for originality of design, excellence of workmanship, and up-to-date business methods it has enjoyed for over half a century. The premises utilized at 23 Marshall Street are equipped with machinery of most approved type. Special orders solicited. They are always pleased to submit goods for consideration. Business done with the trade only.

ABBEY-BROOKS CO.,
Manufacturers of Concrete; Dealers in Concrete Machinery and Supplies,
3 Passaic Street, Foot of Oriental Street, Newark, N. J.
Telephone 671 B. B.

The Abbey-Brooks Co. are very extensive manufacturers of Concrete Blocks and of Concrete in all its forms, and have repeatedly and conclusively demonstrated their ability to fully meet all competition both in quality and in price. The largest orders can be filled at short notice, and this concern is always ready to promptly and freely furnish estimates on any work in their line. Another department of their business is the handling of machinery, materials and supplies of all kinds for the manufacture of concrete. They are exclusive agents for large western firms, manufacturing concrete mixers, block and brick machines, molds, etc., and they quote such prices and offer such other inducements, that they have built up an immense business in this department also. They also manufacture "Novoid," a waterproofing compound of much merit. The premises utilized are located on the Passaic River, at No. 3 Passaic Street, Foot of Oriental Street, and the facilities for the economcial receiving and shipping of material in large quantities are unsurpassed.

EAST SIDE BROAD STREET FROM POST-OFFICE, LOOKING SOUTH

MACKENZIE'S BAKERY,
Corner Halsey and New Streets, Newark, N. J.

One need not be very aged to be able to remember the time when the use of bakers' goods in well regulated families was the exception to the rule, but just the reverse is the case to-day, and the change is largely owing to the existence of such establishments as Mackenzie's bakery, which is located at the corner of Halsey and New Streets. For the bread, cake and pastry there obtainable are so thoroughly satisfactory as to appeal successfully to the most fastidious taste, and they are **always** good—there not being that uncertainty about them which is characteristic of "home cooking." Mackenzie's productions certainly **ought** to be good, for use is made of the best material which the market affords and skilful care is manifested in every detail of its preparation. This bakery receives a very select and extensive patronage and richly deserves the high esteem in which it is held.

TAYLOR & JOPSON,
Manufacturers of Fine Gold Jewelry,
38-40 Crawford Street, Newark, N. J.

We hear a good deal of loose talk about the "secret of success" in business life, but the truth of the matter is there is no such thing as a "secret of success" unless it consists of ability to quote bottom prices on goods that the public wants. And it is no fault of Taylor & Jopson if all of their customers do not possess that ability, for they certainly succeed admirably in producing jewelry of the sort the public want and quote such prices to the trade that they find goods bought from them to be good profit makers. Messrs. Taylor & Jopson do an extensive business, which continues to increase, for those who place trial orders with them are so well satisfied with the results that they are constantly adding to a long list of regular customers. Their factory is at 38-40 Crawford Street, and the facilities are such as to assure the prompt filling of orders.

M. FISHER,
Millinery,
247 Mulberry Street, near Franklin Street, Newark, N. J.

Being a direct importer of millinery goods, Mr. M. Fisher is enabled to offer patrons choice from the very latest Parisian fashions, and the natural consequence is that he attracts and retains the patronage of those who are most fastidious in the matter of style. A very large and complete stock is always carried, and the reputation of Miss Fisher in the matter of custom millinery work is so high as to have brought about what may be called both an exclusive and an extensive patronage in that department of the business. The premises utilized are located at No. 247 Mulberry Street, and despite the magnitude of the business, one may safely depend upon the prompt execution of commissions, as employment is given to an ample force of experienced and thoroughly competent assistants, some customers having been patrons for 18 years. Miss Fisher has been 20 years in this neighborhood.

OSMUN-PARKER MFG. CO.,
Makers of Fine Pearl and Diamond Jewelry,
338 Mulberry Street, Newark, N. J.

For many years Newark has enjoyed a national reputation as a jewelry manufacturing center, and there is not a house in the city which is doing more to maintain and promote its high reputation in that line than is that of the Osmun-Parker Manufacturing Co., composed of Messrs. A. W. Osmun and A. J. Parker. This concern utilizes well-equipped premises located at No. 338 Mulberry Street, and as makers of fine pearl and diamond jewelry they cater so successfully to the most discriminating class of trade as to have built up a business which is not only large in amount but also very select in character. Many of the leading dealers in New York City and elsewhere are numbered among their regular customers, and it is indeed a significant fact that their business continues to steadily increase.

STRIEBY & FOOTE CO.,
Makers of Drop Forgings,
301 Ogden Street, Newark, N. J.
'Phone 619 Branch Brook.

J. M. Foote, President. K. L. Ryman, Sales Manager.

There are not a few Newark concerns which do a vast amount of business and are universally acknowledged leaders in their special line and yet are little known to the general public, even such members of it as are daily making use of machines or other articles in the construction of which one or more of these concerns took an important part. Prominent among these is the Strieby & Foote Company, manufacturers of Drop Forgings. This concern has a national reputation among the trade; it is known as a house which does unsurpassed work in its line and which may be depended upon to spare no pains to allow no work to leave its factory which is not fully up to the assigned standard in every detail. To this add the fact that the Strieby & Foote Company is in a position to easily meet all honorable competition in prices and we have full explanation of the great magnitude of the business. This company make the forgings for several of the highest grade autos made in the country, and also have a large list of customers for special forgings for various purposes.

Factory, East Kinney, Orchard and Scott Streets, Newark, N. J.

THE ARCHIBALD-KLEMENT CO.

SILVER DEPOSIT AND STERLING SILVER,

Factory, 33 East Kinney Street, Newark, N. J.

Salesroom, 341 Fifth Avenue, New York City.

Prominent among those Newark houses which are fully maintaining the very high reputation of this city in connection with the silversmith industry is that of the Archibald-Klement Company, located at No. 33 East Kinney Street. This concern is very successful in the production of goods which combine originality and tastefulness of design to a marked degree; and as the workmanship and finish are equally satisfactory, it is not to be wondered at that these goods should be in active demand among the most discriminating purchasers. The establishment is up-to-date in every feature of arrangement and equipment, so the cost of production is reduced to a minimum and consequently the Archibald-Klement Company are in a position to fully meet all honorable competition.

L. LAWRENCE & CO.,

292 Halsey Street, Newark, N. J.

Sole Agents for New York and Vicinity

Automatic Starter "Ever Ready"

Starts the Car from the Seat

ALSO MANUFACTURERS OF

AUTO-BODIES, COPPER TANKS FOR WATER AND GASOLINE

DR. MARY STICKLE,
Skin Specialist,
79 Halsey Street, Newark, N. J.

It is generally agreed among those best qualified to judge in the matter that there is not an establishment in New York or New Jersey which renders better service than is obtainable at the one conducted by Dr. Mary Stickle and located at No. 79 Halsey Street.

As an experienced and expert skin specialist, Dr. Stickle is prepared to successfully undertake the removal of Tan, Freckles, Warts, Moles, Pimples, Blackheads and other Skin Blemishes, and the service rendered at her establishment also includes the practice of Chiropody, Massage, Scalp and Hair Treatment, including Dyeing.

Everything is done in accordance with the latest dictates of science, and the results attained are so very gratifying that it is not to be wondered at that there should have been built up a very extensive and select patronage which continues to steadily increase.

Dr. Mary Stickle gives a written guarantee. No cure, no pay. Three hundred persons cured after years of suffering, trying all advertised remedies and specialists. One lady, 26 years, face terrible. One lady, 12 years. Testimonials at office. Can be seen, as they live right here in Newark. After seven years of practice in Newark, she has not failed in one case.

THE ESSEX BUILDING—THE UNION BUILDING

THE HANDSOMEST OFFICE BUILDINGS IN NEWARK

The Union Building, which is ten stories high, was erected five years ago, and the Essex Building, twelve stories high, which was recently completed, are buildings which are modern in every respect. The fireproof element exists wherever it is possible to make it so and as a result the building is fireproof. The offices are large and the space of the rooms are admirably adapted to whatever purpose it is put to, and as a result of the fine subdivision of rooms, lawyers, fire insurance brokers, architects, and a multitude of professional and commercial lines, are comfortably located.

The Union Building Company, of which Morris Rachlin is president, Louis Schlesinger, vice-president and treasurer, and I. J. Rachlin, secretary, have been the means of giving to Newark buildings which have not only changed the sky line but have revolutionized the residential ideas of a great number of its citizens. While the company itself is but six years in existence, nevertheless its officers have long before that been factors in the real estate doings of the community. Morris Rachlin, the president of the company, has been actively engaged in the construction of buildings for the past twenty-five years and his efforts and supervision have been an essential feature in the accomplishments of the company. Louis Schlesinger, the vice-president-treasurer of the company, has been in the real estate and insurance business in Newark all his life, and his corporate and general management of the company has been one of its essential factors in the success of the Union Building Company. The Union Building Company represents the best in building construction, and this fact is verified by the handsome buildings it has erected in different parts of the city. The company has not confined itself to certain kinds of building operations, but has practically developed the entire field of building operations from the one family residence to the twelve-story fireproof office building, in both of which undertakings it has proven itself a huge success.

Essex Building, One Short Block from Everywhere.

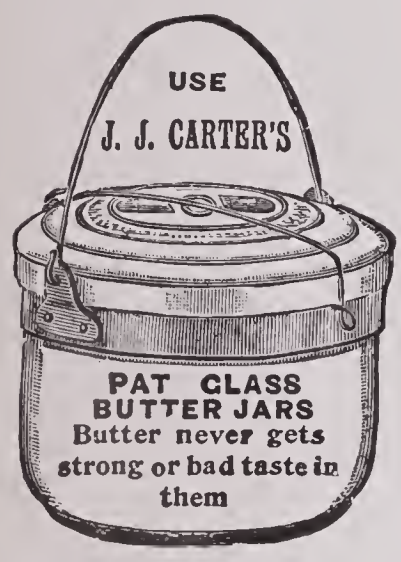
The Union Building Company, the owners of the "Essex" and "Union" Buildings, which are considered the two finest office buildings in the city of Newark, have been the means of giving to a large Metropolis like Newark the very best in office buildings and have been rewarded by having in their office buildings as tenants concerns of the highest standing. In conducting the policy of these buildings the important things that they considered were cleanliness and perfect service, and it is the comment of all who have occasion to enter these buildings that these two features predominate. One must not nevertheless be misled in the thought that aside from these features nothing else is taken in consideration, for as a matter of fact the comfort of the tenant in his own office is an essential feature on their part, and by their systematic method of inspection the rooms are painted, floors varnished, radiators bronzed, electric lights renewed and a multitude of minor details attended to which are conducive to comfort on the part of the tenant and harmony as related to the owners.

Naturally a reason must be given for the continual expenditure of time and money for the comfort of the tenant and that is easily explained in view of the fact that the Union Building Company, who are the owners of these buildings are also the managers, and it is only natural that when a complaint is brought to the notice of the owner it receives immediate attention, be it a minor repair or one involving a large expenditure of money.

The Union Building, 9 to 15 Clinton Street, at Broad.

SEILER BROS.,
Established 1880,
272-274 Plane Street,
Newark, N. J.

The firm of Seiler Brothers maintain a very extensive dairy farm and nine different creameries in New Jersey and New York, fully up-to-date in every detail of equipment and management and are consequently in a position to furnish milk and cream in wholesale quantities and of such uniformly superior quality as to attract and retain the patronage of those who want nothing less than the very best which the market affords. Their business in dairy products is exclusively wholesale, with the exception of what is sold in connection with the carrying on of their extensive retail grocery business, and the facilities and management are such as to assure prompt and accurate service at all times, while the prices are in strict accordance with the lowest prevailing rates.



CARTER PATENT GLASS BUTTER JAR CO.,
J. J. Carter, Patentee and Manufacturer,
86 Bleeker Street, Newark, N. J.

The demand for the productions of the Carter Patent Glass Butter Jar Company is very extensive, and it is sure to continue to steadily and rapidly increase as the public become more generally aware of the danger of food infection. The Carter Patent Glass Butter Jar, of which Mr. J. J. Carter is patentee and manufacturer. The round jars are made in seven sizes holding 1, 2, 3, 4, 5, 8 and 10 pounds each. The oblong jars hold 1, 2 and 6 pound prints. They are so designed and constructed as to keep butter absolutely free from contamination and consequently free from all obnoxious odor, so that the use of it affords entire protection against a very common source of illness and at the same time tends to promote the enjoyment of one's meals. The premises utilized are located at No. 86 Bleeker Street, and the facilities and management are such as to assure the prompt and painstaking filling of orders. The jars are made of heavy flint glass with a glass cover to be used in a refrigerator or closet, then your butter will not taste of vegetables or meat. Butter will taste from a wooden, stone or tin jar or dish, but will not from glass.

C. E. FENNIMAN CO.,
Silversmiths,
Telephone 5355 Market.
New York Office, 37-39 Maiden Lane.
354 Mulberry Street, Newark, N. J.

It is no light praise to say that a certain house holds a leading position among Newark silversmiths, for it is a matter of common knowledge that some of the finest work in that line done in the entire country is done right here in this city. But such is the position held by C. E. Fenniman & Co., Inc., so it naturally follows that this concern do a business which is both large in amount and select in character. The premises utilized are located at No. 354 Mulberry Street, and are equipped with the latest improved facilities for the attainment of the best possible results at the least possible cost, so it will be seen that this house are in a position to easily meet all honorable competition. Close supervision is exercised and articles coming from this establishment are sure to be fully up to the assigned standard in every detail of material and workmanship.

NEWARK TYPEWRITER EXCHANGE,
Richard J. Perry, Proprietor,
9 Beaver Street, Newark, N. J.

The Newark Typewriter Exchange, of which Mr. Richard J. Perry is proprietor, is the oldest established enterprise of the kind in the whole city of Newark, and has built up a very extensive and select patronage. A very complete assortment of typewriters and supplies is carried in stock; but by far the most valuable feature of the business is the "good will," for such has ever been the policy of the management that the name of the Newark Typewriter Exchange is synonymous with "a square deal to all." All makes of typewriters are bought, sold and exchanged; there is always a large assortment of second-hand machines on sale at literally "bottom" prices, and you will not find a place in the United States where you will receive more true value for money expended when it comes to the purchase of supplies.

PHINEAS JONES & CO.,
Wheel Manufacturers and Repairers,
305 Market Street, Newark, N. J.

The firm of Phineas Jones & Co. carry on a business established in 1855, having been in same location in Newark since 1864. Their reputation is such as to afford conclusive guarantee of the excellence of work done in their establishment. They are extensive manufacturers of wheels of all kinds, and a very important department of their business is repair work on automobile wheels. Both regular Clincher and Demountable Rims are furnished and applied, and customers have the satisfaction of knowing that there is positively no room for reasonable doubt that every detail of the work will be done as it should be. The premises utilized are located at No. 305 Market Street, up the driveway, and the facilities are such as to assure immediate and careful attention to every order.

F. W. LEWIS,
Wholesale Dealer in Wooden and Willow Ware,
136 Mulberry Street, Newark, N. J.

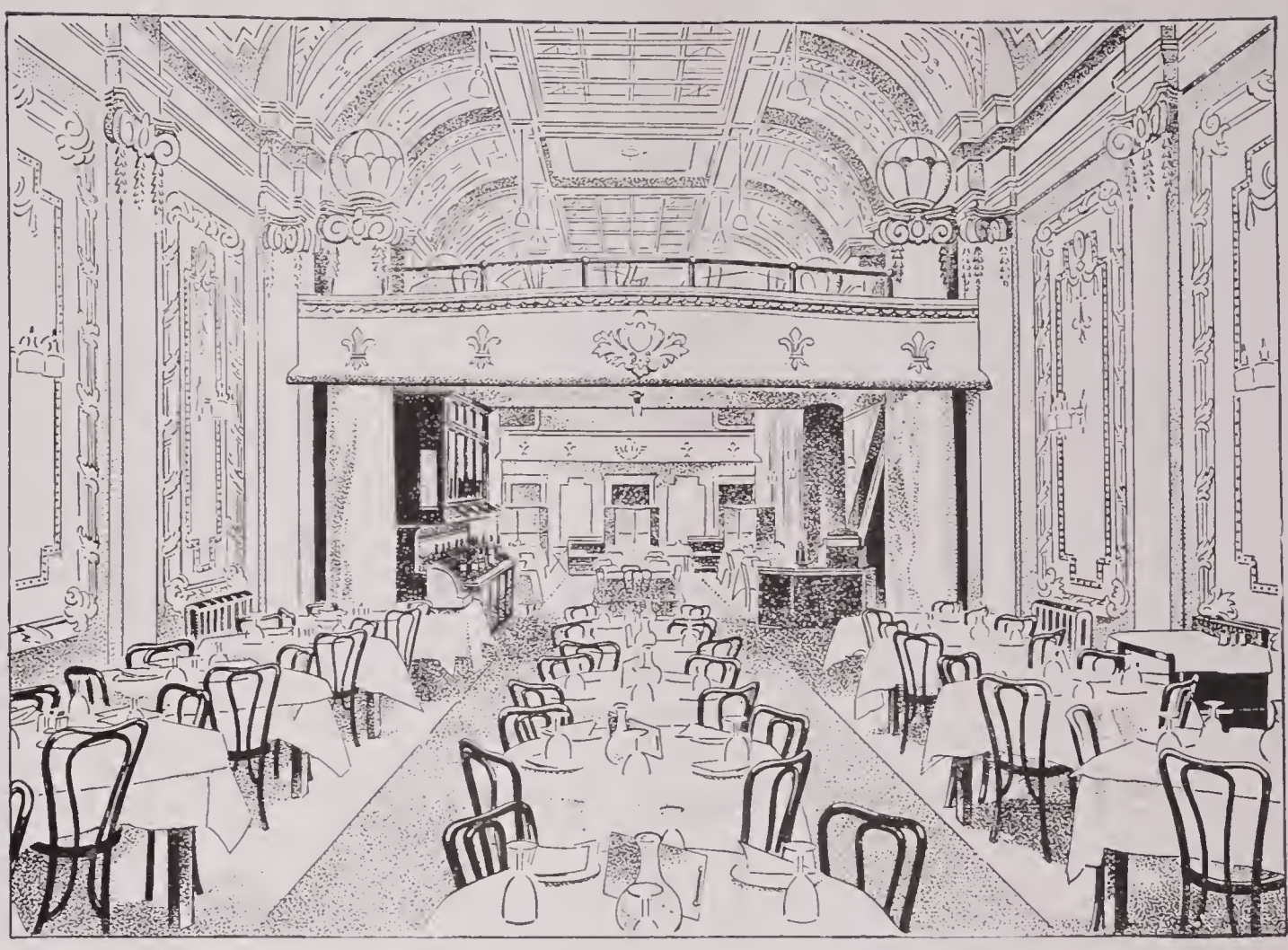
Newark is a great distributing center, and one of the most widely known and most extensively patronized distributing houses in the city is that of F. W. Lewis, utilizing premises located at No. 136 Mulberry Street. As a wholesale dealer in wooden and willow ware, Mr. Lewis enjoys very favorable relations with the leading producers, and as he obtains his goods direct from the manufacturer and buys in very large lots, it naturally follows that he is in a position to quote as low prices as can possibly be named on goods of equal merit. A leading specialty is made of brooms, and the facilities and management are such as to enable even the largest orders to be filled without delay and under a positive guarantee that the goods will prove to be precisely as represented. Mr. Lewis is represented by four salesmen "on the road," also visits his customers in this State. Two delivery wagons are kept busy with local deliveries.

MOORE'S PHARMACY,
W. E. Moore, Proprietor,
503 Clinton Avenue, Newark, N. J.

The great popularity of Moore's Pharmacy is all the more noteworthy from the fact that it is located in a section of the city which is inhabited by the sort of people who are satisfied with nothing less than the best which the market affords. Such being the case, it is hardly necessary to state the establishment is fully up to date in every detail of equipment, and that the stock carried is large in amount, complete in variety and made up of goods obtained from the most reliable sources. The proprietor, Mr. W. E. Moore, gives personal attention to the prescription department, and customers may safely rely upon the use of pure and fresh ingredients in the compounding of prescriptions and the exercise of every precaution to assure absolute accuracy in every detail of the work, while the facilities are such as to assure prompt service. A specialty is made of ice cream soda with pure fruit syrups.

HENRY I. SCHNEIDER,
Manufacturing Jeweler,
52 Columbia Street, Newark, N. J.

The extensive business which has been built up by Mr. Henry I. Schneider is the legitimate result of his ability to furnish very attractive goods at very attractive prices. He is a manufacturing jeweler who does not move in a rut; he is ever on the alert to observe the trend of public taste, and therefore he is not at all apt to offer designs which are either "has beens" or else are not suited to the tastes of present-day buyers. His specialty is fine 14-K gold chains. Mr. Schneider is very thorough in his methods, employs competent help and exercises close supervision, so his goods are sure to be fully up to the assigned standard in every detail of material and workmanship. The factory is located at No. 52 Columbia Street, and orders are assured painstaking attention and early delivery.



THE ARENA, RESTAURANT AND CAFE,
C. L. Schweitzer, Proprietor and Manager,
93 Market Street, Newark, N. J.

The Arena has recently opened in a building erected expressly for its occupancy, and it is indeed a restaurant and café in which public spirited citizens of Newark may well take pride. It represents an outlay of over $200,000. No expense has been spared in any detail of the arrangement, furnishing, equipment and adornment, and the result is to be seen in the providing of an establishment which has few equals in the entire country. Of course the Arena is the place to visit after the show, and it has already gained a much more than local fame for its after-theatre suppers. The business men's lunch is another very popular feature, while the Arena dinners are enthusiastically endorsed by the most fastidious. Semaschko's Grand Orchestra furnishes the music, two opera singers also assist every evening; and the combination of high-grade cuisine, excellent service and popular prices assures the Arena a very extensive and select patronage. A business mens' lunch is also served in the cafe.

HERVEY,
Fashionable Millinery,
21 Halsey Street, Newark, N. J.

At No. 21 Halsey Street is located a Millinery establishment which, in the opinion of members of some of the leading families of Newark and vicinity, offers greater inducements than are to be found in New York, for the goods offered are equally attractive in every detail of design, material and workmanship, while the prices quoted are lower and there is greater promptitude in the filling of custom orders. The proprietor of this establishment is Mrs. Eva May Hervey. She gives close personal attention to the filling of orders. and much of the high degree of success attained is due to her ability to originate designs which combine originality with due and most skilfully chosen stock is carried, and employment is given to an adherence to prevailing style to an exceptional degree. A very complete adequate force of carefully chosen assistants.

GEO. HARNETT & SON,
Jewelers, Lappers and Polishers,
473 Washington Street, Newark, N. J.

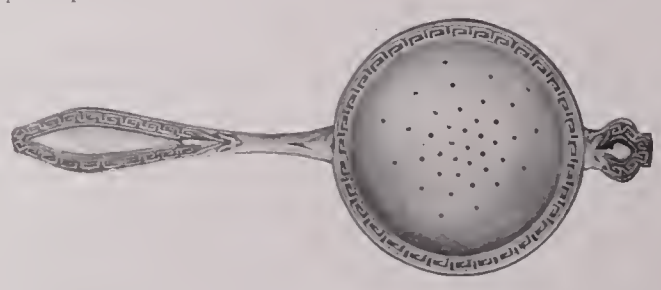
An old-established enterprise which is very widely and favorably known is that conducted by the firm of George Harnett & Son, utilizing premises located at No. 473 Washington Street. This concern are jewelers, lappers and polishers, and their success is mainly due to the very general appreciation of the fact that work done by Messrs. George Harnett & Son is sure to be done right. The establishment is equipped with the latest improved machinery; employment is given to experienced, competent and reliable help, and every detail of the work is carried out under close and skilful personal supervision. The result is that there is no uncertainty as to the quality of the output, and as this firm are in a position to meet all honorable competition in price, it naturally follows that they do a large business.

NESLER & CO.,
Manufacturing Jewelers,
38 and 40 Crawford Street, Newark, N. J.

The firm of Nesler & Co. carry on a business which was established more than a quarter of a century ago, operations having been begun in 1884. From the very inception it has been the policy of this house to pay more attention to quality than to quantity, and the result is to be seen in the building up of a very extensive business with dealers who cater successfully to the most discriminating class of trade. The factory is located at No. 38 and 40 Crawford Street, is equipped with machinery of the most improved type, and employment is given to thoroughly competent workmen—no trouble nor expense being spared to fully maintain the high reputation of this house for producing goods which rank with the very best in their line which the market affords. Close personal supervision is exercised, and jewelry manufactured by Nesler & Co. is positively sure to be fully up to the standard in every detail.

HERBERT AUSTIN,
Jobber and Retailer in Iver Johnson, Pierce, Cleveland, Columbia and Stearns Bicycles; also Auto Supplies,
81 Orange Street, Auditorium Building, Newark, N. J.
Telephone 608-L Branch Brook.

When it comes to bicycles, Mr. Herbert Austin is most certainly prepared to suit all tastes, all purses, all conditions of use, for he carries the largest stock in the Eastern States and his prices are away down to the lowest notch. As for terms—suffice it to say that you can get a wheel for five dollars down and a payment of one dollar a week, so you see there is no lack of liberality in that respect. And it is very evident that Mr. Austin's business policy and the goods that he handles are very generally appreciated, for he has been in this business for sixteen years and has a very extensive patronage. It is steadily growing, because his customers advise their friends to call at Austin's when they want anything in his line. The establishment is located at No. 81 Orange Street, near Broad Street, and callers are assured prompt and courteous attention.



MERRILL BROS. COMPANY,
Silversmiths,
22 Green Street, Newark, N. J.

For original ideas and artistic designs in sterling silver, the firm of Merrill Bros. Company, which has been established since 1893, have a well-earned reputation. Their factory is located at 22 Green Street, and the facilities and management are such as to assure prompt and painstaking attention to every order, and the manufacture of goods which are positively sure to prove as represented in every detail. When visiting Newark, if you are interested in sterling silver goods that are sellers, it will pay you to call on them.

RIVERSIDE MANUFACTURING CO.,
Galvanized Steel Sectional Garages,
162-166 Riverside Avenue, Newark, N. J.
North of Delevan Ave., Telephone 1384 Branch Brook

ORIGINATORS AND MAKERS OF GALVANIZED STEEL SECTIONAL BUILDINGS IN UNITED STATES

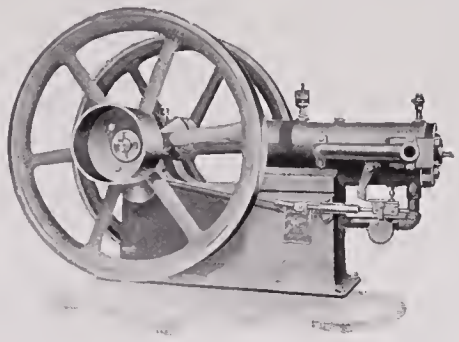
Galvanized Steel Sectional Garages

Fire-proof Buildings of any Size or Design

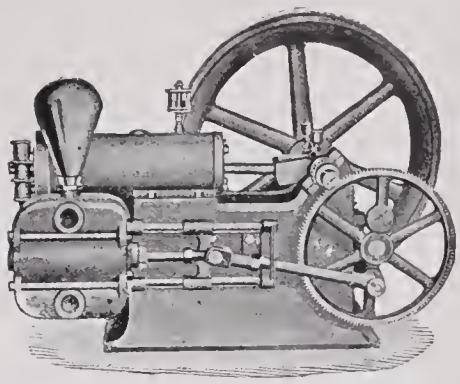
The Riverside Manufacturing Company fairly earned a vote of thanks from the public in general and automobilists in particular, when they originated their line of galvanized steel sectional garages, for the use of these garages goes far to solve a problem which has caused a great deal of anxiety. The Riverside Manufacturing Company are prepared to furnish fireproof buildings of any size or design, and the prices quoted are remarkably low considering the superior quality of the results attained. This concern does a very extensive business. The premises utilized are located at Nos. 162-166 Riverside Avenue, are spacious, well-arranged and most decidedly up to-date in equipment, and the company are therefore in a position to fill orders at short notice as well as to quote prices which would be impossible under less favorable conditions for the doing of reliable work at a minimum of expense. Some special design garages, buildings, etc., erected for the following among many others: Mr. George A. Ohl, Jr., 165 Washington Avenue; Mr. William Scheerer, president Union Bank; Mr. John W. Lushear, president North Ward Bank; Mr. Julius F. Kaufheer, 783 South Tenth Street; Mr. E. Levy, 121 Clinton Avenue and 774 High Street; Singer Sewing Machine Company, 138 Halsey Street; Union Building Company, Madison and Shanley Avenues; Dr. E. H. Goldberg, 26 Belgrove Drive, Arlington, N. J.; Dr. Sarah M. Edwards, 207 Summer Avenue; Mr. C. H. Vanderhoof, 285 Broad Street; Mr. Robert Crabb, 341 Roseville Avenue; Mr. Herman C. Schuetz, 755 Clinton Avenue; Carteret Academy, Essex Avenue, Orange.

KENT & WOODLAND,
Manufacturing Jewelers; Specialty, Gold Bracelets;
16 John Street, New York.
Factory, 480 Washington Street, Newark, N. J.

Expressed in as few words as possible, the firm of Kent & Woodland do an extensive business as manufacturing jewelers because their productions are found by the trade to be both pleasant and profitable to handle. They make a specialty of bracelets. This concern is never content with past successes—they do not solicit patronage simply on account of what they have done. They are always bringing out attractive novelties and appealing to those who appreciate genuine good taste in designing and real excellence in workmanship. The premises utilized for manufacturing are located at No. 480 Washington Street, and are up to date in every point of mecahnical equipment, and Messrs. Kent & Woodland are as well prepared to meet all honorable competition in price as they are in attractiveness of design and excellence of workmanship.



Power Engine.

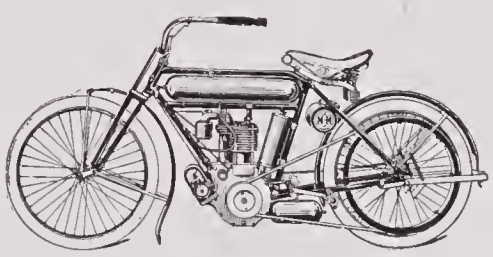


Pumping Engine.

THE HARTIG STANDARD GAS ENGINE CO.,
Manufacturers of Gas and Gasoline Engines for Power and Pumping,
14 Commercial Street, Newark, N. J.

The Hartig Standard Gas Engine Company, manufacturers of Gas and Gasoline Engines for Power and for Pumping, may well call their engines "Standard," for their performance under practical, everyday conditions is such as to cause them to be very generally accepted as the "standard" of what an internal combustion engine should be. They are made in a sufficient variety of styles and capacities up to ten horse-power for all kinds of work and conditions of service. They make a specialty of gasoline pumping engines for both suction and deep well work, and their engines are used extensively on country estates throughout the United States. The Hartig Standard Gas Engine Company do a business which is wide in its scope as well as great in its amount. Competent judges agree that at the prices quoted the Hartig gas engines represent the greatest possible value in return for money expended. The company is located at No. 14 Commercial Street, and orders are assured immediate and careful attention and prompt delivery.

CHARLES KREBS,
Bicycles, Motorcycles and Supplies,
51 William Street, Newark, N. J.



Motorcycling is steadily and rapidly gaining in popularity, and there is also a decidedly increased demand for bicycles, so it naturally follows that Mr. Charles Krebs finds business "rushing," as his establishment at No. 51 William Street is very widely and favorably known as a headquarters for positively the latest and best in bicycles, motorcycles and supplies. Mr. Krebs enjoys the most favorable relations with the leading manufacturers, and is consequently in a position to guarantee his customers opportunity for choice from the latest accepted novelties and to very easily meet all honorable competition in price; while it is a matter of common knowledge that goods bought from him are sure to prove precisely as represented. Repairing is done in a thoroughly neat and workmanlike manner at short notice, and the charges made are invariably reasonable. Mr. Krebs is agent for Iver Johnson, Pierce, Columbia, National, Tribune, Stearns, etc., bicycles. Agent for M. M. and Pope motorcycles.

RAY S. G. MANUFACTURING CO.

Sole Manufacturers of the Celebrated Crane's Lotion for the Head and Hair,
Office, 44 Wakeman Avenue, Newark, N. J.

Crane's Celebrated Lotion for the Hair and Head has been made in Newark for more than sixty years, and is one of those thoroughly tested and unqualifiedly approved preparations which are universally conceded to be unequalled in their special line. Crane's Lotion removes dandruff and scurf, prevents the hair from falling out, stimulates the growth and cures scale heads. It is **absolutely guaranteed** and is **sure** to give the best of satisfaction. Crane's Lotion is handled by the leading druggists, who are authorized to give a sample bottle free—or one will be sent on receipt of ten cents silver to pay postage on application to the Ray S. G. Manufacturing Co., 44 Wakeman Avenue, Newark, N. J. A booklet will be sent free, and such of our readers as are interested in the subject of preserving and restoring the hair would do well to send for it at once, as it contains valuable information. Crane's Celebrated Lotion is guaranteed by the Ray S. G. Mfg. Co. under the Food and Drug law.

The following testimonial from a well-known Newarker, is one of many received by the company:

Newark, N. J., April 20, 1911.

Ray S. G. Mfg. Co., 44 Wakeman Ave., City.

Gentlemen:—Crane's Lotion was looked upon as a household necessity at the home of my childhood forty years ago. It was used by the family generally. My father, particularly, thinking that there was nothing to equal it. And the magnificent head of hair that he had during his entire life certainly demonstrated its value, for he came from a family that was not noted in that line. Mr. Crane was a man I knew well, and his remarkably sterling Christian manhood was evidence of itself of the value of the product, for **he** would never have put on the market anything he did not **know** to be all that he claimed for it.

Yours with respect,
M. J. PRICE,
521 Clifton Avenue.

50 and 75c. per bottle. All druggists.

GAVEN SPENCE MEMORIAL
Window placed in First Methodist Protestant Church, Newark, N. J.

Stained Glass Windows

Church Metal Work in Brass and Bronze

Marble Altars and Pulpits

Church Decorations and Mural Paintings

HENRY B. HANKINSON

154-156 WRIGHT STREET

NEWARK, N. J.

ESSEX COUNTY COURT HOUSE.

THE MONROE & HEBERLING ICE CREAM CO.,
374 Sixth Avenue, Newark, N. J.

The Monroe & Heberling Ice Cream Company may fairly be said to be an important factor in the carrying out of many of the more important social functions in Newark and vicinity, as they are equally well prepared to supply lodges, churches and families, and their ice cream and their service are so eminently satisfactory that they are called upon to execute very many important commissions. The factory utilized is located at No. 50 N. 15th Street, East Orange, and every facility is available for the manufacture of ice cream bricks and loose cream in the most approved style. This business is very thoroughly systematized; great care is taken in the selection of material and in the handling of it, and the result is to be seen in the production of ice cream bricks and loose cream which are most delicately flavored, wholesome and palatable. Dishes and spoons will be furnished if desired, and every order, large or small, is assured prompt and painstaking attention.

JAMES E. ROBINSON,
Engineer and Contractor, Registered Architect,
Mill and Factory Construction and Equipments, Plans and Specifications.
274 South Street, Corner Jefferson Street, Newark, N. J.
Telephone Connections.

Other things being equal, it is always best to avoid division of responsibility. The magnitude of the business done by Mr. Jas. E. Robinson is largely due to general appreciation of that fact. Mr. Robinson is a registered architect, engineer and contractor, and is therefore in a position to not only design but also to construct factory buildings of all kinds and to equip them with power plants etc. and consequently to assume sole responsibility. He makes a specialty of the designing and construction of mills and other manufacturing plants, and has built up an enviable reputation for producing buildings which embody positively the latest and best in their special lines in building construction. He is located at No. 274 South Street, corner of Jefferson Street, and communications are assured immediate and careful attention. Among the buildings constructed under his supervision we would mention the following: Thos. & G. M. Stone, steel engravers; Newark Tea Tray Co.; August Buermann, saddlery hardware; Peckham Mfg. Co.; Newark Gear Cutting Machine Co.; Jancovius & Son's brick building; Paas Dye Buildings; Emil Schneider, refinery; R. B. Howell, laundry; and many others.

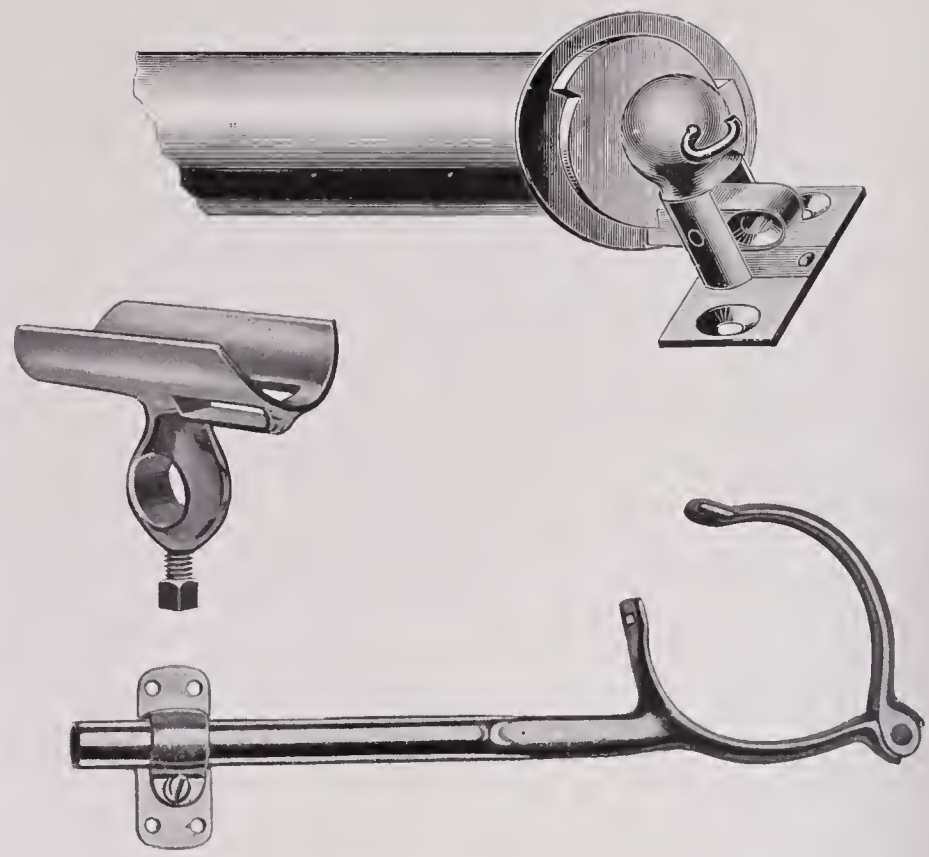
CALIFORNIA OSTRICH FEATHER CO.,
53 Halsey Street, Newark, N. J.,
Branch, 262-264 Bruce Street, Between Springfield and 15th Avenues.
Telephone 924-L Waverly.

A visit to the establishment conducted by the California Ostrich Feather Company will be a revelation to those who know no more about the possibilities of ostrich feathers than can be learned by inspection of the stock at the ordinary millinery store. This concern do business on a very large scale, at both wholesale and retail. Their supplies come direct from producers; this company are content with a small margin of profit and the consequence is that their every-day prices seem wonderful bargains to the average buyer. They do not cater to any one class of trade but to all classes. That is to say, they carry all standard grades in stock, and whether you wish the very finest which the market affords regardless of cost or wish to make every dollar go as far as possible, the California Ostrich Feather Company can certainly and fully suit you. The renovation of plumes, etc., is an important department of the business; such orders being filled at short notice and at uniformly reasonable rates. Repairing is done in all its branches. Old feathers made equal to new. Feathers are curled on ladies' hats. Fancy and willow plumes are made.

YOU WILL HAVE A FEELING OF SECURITY

WHEN YOUR DIAMONDS ARE MOUNTED IN THE SCIENTIFIC SETTING, THE TIPS OF WHICH ARE GUARANTEED TO LAST CROWN QUALITY. PLATINUM, TIPPED MOUNTINGS ARE THE ONLY MOUNTINGS MADE UNDER SUCH A GUARANTEE. FURTHERMORE, WE WILL REPLACE ANY TIPS WHICH ENDANGER THE SAFETY OF THE STONE.

ARCH CROWN MFG. CO., COR. CAMP AND ORCHARD STS. NEWARK, N. J.

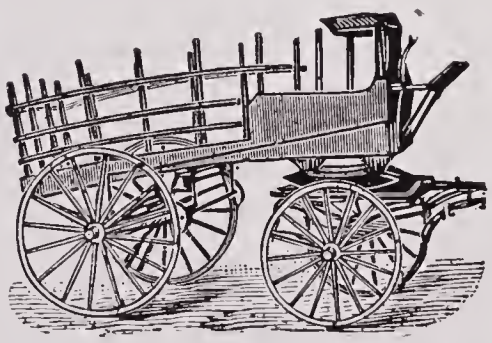


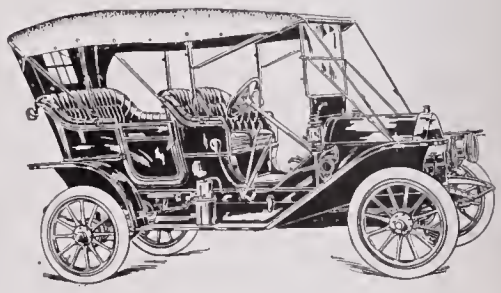
J. F. CURRY MANUFACTURING CO.,
Mountings for Automobiles, Coaches, Carriages, Fancy Wagons, Etc.,
231 Mulberry Street, Newark, N. J.

A Newark house which is an acknowledged leader in its special line is the J. F. Curry Manufacturing Company, for it is in a position to challenge competition both in quality and in prices. The premises are located at No. 231 Mulberry Street and the facilities are such that the J. F. Curry Manufacturing Company are prepared to furnish practically anything and everything in the line of mountings for automobiles, motor boats, coaches, carriages, hearses, fancy wagons, fire wagons, brass casting, also electric and close plating, etc., and to fill even the most extensive orders at short notice. This concern do a big and growing business, extending all over the world, as they are constantly adding to an already long list of regular customers. Correspondence is solicited from parties having occasion to use anything in the line of the J. F. Curry Manufacturing Company, as it it firmly believed that the result will be mutually beneficial.

ALLSOPP & ALLSOPP,
Manufacturing Jewelers,
18 Columbia Street, Newark, N. J.

The trade is continually demanding something new in the line of jewelry, and one of the main secrets of success in jewelry manufacturing is to produce goods which combine novelty with genuine artistic merit. Undoubtedly the attainment of that result has much to do with the high standing of the firm of Allsopp & Allsopp, for this concern are very successful in getting out designs which are both original and attractive, and the result is that they attract the favorable attention of the most discriminating buyers. The premises utilized are located at No. 18 Columbia Street and are equipped with machinery of the latest improved type. Employment is given to an ample force of experienced assistants, and orders are assured painstaking attention and early delivery.





EMIL STAPEL,
Carriage and Wagon Manufactory,
Rubber Tires Put On, Carriage Painting and Trimming, also Horseshoeing.
Jobbing Promptly Attended To.
71 Passaic Street, Newark, N. J.

Mr. Emil Stapel enjoys a very high reputation as a maker of carriages and wagons, for the vehicles produced by him are sure to be precisely as represented in every detail of material and workmanship, and they prove to be of such durability when subjected to the hard test of practical, everyday use, that they are by far the cheapest sort of vehicles to buy in the long run. Repairing is a very important department of the business. He repairs automobiles also, and although Mr. Stapel does not claim to be able to make a good carriage or wagon out of a poor one, it is certainly a fact that repair work entrusted to him is sure to be as well done as is possible. The premises utilized are located at No. 71 Passaic Street, and the facilities are such as to assure the prompt filling of orders, while the charges are uniformly fair and reasonable.

Boating on Crystal Lake, Near Eagle Rock.

HENRY ZIRUTH,
Manufacturer Fine High Grade Gold and Platinum Chains,
30 Court Street, Newark, N. J.
Established 1892,

Mr. Henry Ziruth is very widely and favorably known as a manufacturer of high grade fine gold and platinum chains, his productions being handled by the leading dealers throughout the United States. The office and salesrooms are at No. 30 Court Street, Newark, N. J., occupy an entire floor, and that establishment is sure to be visited by well-informed buyers who are seeking goods especially adapted to appeal favorably to those of fastidious tastes, as the line of fine gold and platinum chains shown there is universally conceded to be representative of the latest and best which the market affords. The factory at No. 30 Court Street is equipped with machinery of the latest improved type, while employment is given to an ample force of experienced and competent assistants. A large business is done with manufacturers and jobbers.

GIBSON-KRUGLER CO.,
Manufacturers of Fine Jewelry,
306 Market Street, Newark, N. J.
F. R. Krugler, Pres.; F. F. Gibson, Sec.-Treas.

The Gibson-Krugler Company is a representative Newark jewelry manufacturing house which is most certainly doing its full share in the work of maintaining and extending Newark's very high reputation in that important line of industry. The jewelry manufactured by the Gibson-Krugler Company is always sure to be representative of the latest and best in the matter of style, while the workmanship and finish are equally satisfactory. This season they are making a specialty of fine coral and cameo goods, now so popular, so it is not to be wondered at that its product should be in active demand among dealers catering to the most fastidious class of trade. The factory is located at No. 306 Market Street and is equipped with machinery of the latest improved type. Employment is given to an ample force of experienced and competent assistants, and orders are assured prompt and careful attention and early delivery.

Military Park.

SINNOCK & SHERRILL

MANUFACTURERS OF FINE JEWELRY

Factory 126-128 South Street, Newark,

New York Office, Hays Building, 21 & 23 Maiden Lane.

Branch Office, Masonic Temple, Chicago, Ill.

Where Mr. Henry W. Sherrill is Manager.

Of course, every reputable dealer likes to feel SURE that goods sold by him will prove fully up to representations in every detail, and doubtless that is one reason why the firm of Sinnock & Sherrill do an extensive business in all society emblems, which continues to steadily increase, for as manufacturers of solid gold emblem jewelry it has ever been their policy to produce goods which can be unreservedly guaranteed to prove fully as good as represented. The business is thoroughly systematized, selling to jobbers only. Nothing it left to chance, orders are assured immediate and painstaking attention and the prices are sure to be in accordance with the lowest prevailing rates. The factory, which was located at No. 46 Green Street, is now at 126 to 128 South Street, and is equipped with the latest improved machinery, so that the cost of production is reduced to a minimum.

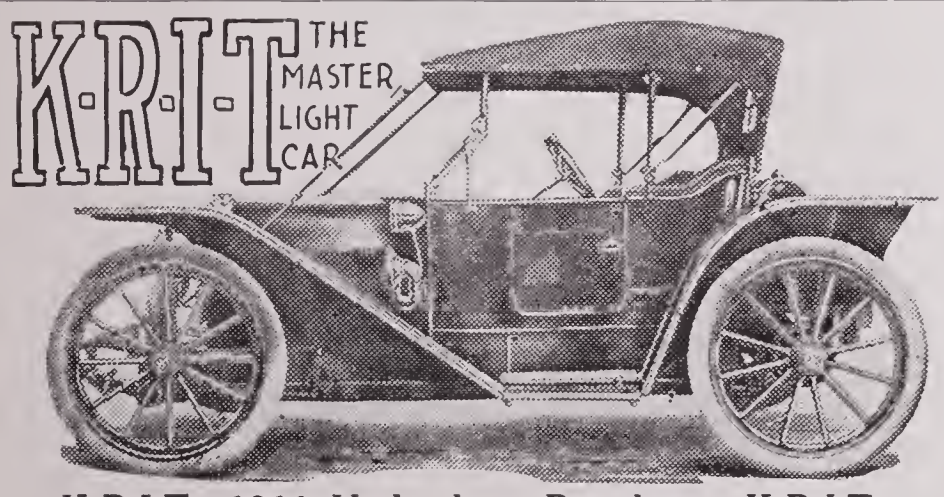
F. H. OGDEN COMPANY,
Designing, Consulting and Supervising Engineers,
9-15 Clinton Street, Newark, N. J.

The F. H. Ogden Company, designing, consulting and supervising engineers, do a business which is wide in its scope and great in its amount; and their record is such as to attract the favorable attention of those proposing to build industrial plants install electrical or manufacturing plants of any magnitude. Some of the more important features of their business are the designing and installment of isolated electric light or power plants, complete factory, foundry and building erection and equipment, and complete steam power plants. The premises utilized are located at Nos. 9-15 Clinton Street, and as the facilities are in keeping with the magnitude of the business, this concern is in a position to give prompt as well as skilful attention to all commissions. Estimates will be furnished on application, and they will be found to be comprehensive and accurate. It will cost you nothing to talk your intentions or problems over with them. Come in and get acquainted.

126-128 South Street, Newark.

MRS. L. R. EDWARDS,
Milliner,
49 Halsey Street, Newark, N. J.

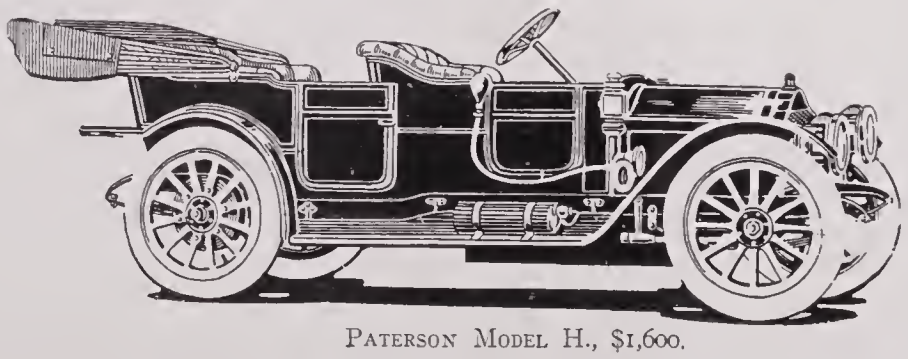
There are certain Newark business establishments that derive the great bulk of their patronage from the leading families of this city and vicinity, and very prominent among them is that conducted by Mrs. L. R. Edwards and located at No. 49 Halsey Street. Mrs. Edwards is a Custom Milliner, who caters to those who put quality before everything else. Much of the very high degree of success she has attained is due to her ability to meet the individual requirements of each customer. She is very successful in combining originality with proper adherence to prevailing styles, and the result is that she is assured the patronage of the best informed and most fastidious. Employment is given to an adequate force of carefully chosen assistants, and orders are assured immediate and painstaking attention and early delivery.



K-R-I-T 1911 Underslung Runabout K-R-I-T
Fully Equipped $1200.00

O'NEIL MOTOR CAR CO.,
53-55 Bank Street, Newark, N. J.

There are now so many different makes of automobiles on the market that it is somewhat perplexing for a novice at motoring to make choice, but a safe rule to go by is to be guided by the personal experience of others. Very strong claims are made for the Paterson car. Are those claims justified by the facts in the case? Consult with those who have bought and used a Paterson car and you will be forced to the conclusion that the Paterson is a car that makes good. Owners are very earnest in their praise of its strength, endurance, speed, silence and comfort, and after talking to them you will be thoroughly convinced that the Paterson is, to say the least, well worthy of trial. The distributors are the O'Neil Motor Car Company, whose salesrooms are located at Nos. 53-55 Bank Street. They are always ready to show what the Paterson can do, and you will find a demonstration an enjoyable and instructive experience. The Paterson ranges in price from $1,150 to $1,600, the latter being a 38 horsepower 4 cylinder touring car. They also carry the popular K-R-I-T car, which is one of the best low priced cars made. All of 23 horsepower and range in price from $800 to $1,200, the latter being a 36-inch wheel underslung body, with shock absorbers, top and shield, electric light, etc., and is one of the "classiest" up-to-date runabouts on the market.



Paterson Model H., $1,600.

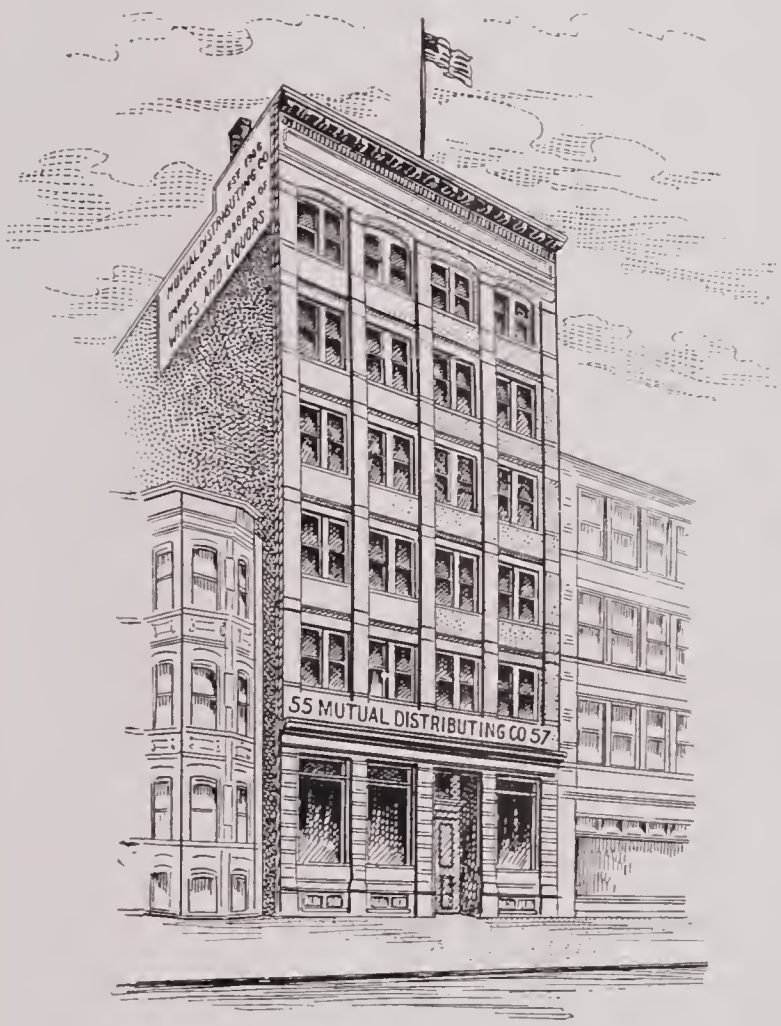
NIGHT VIEW OF BROAD STREET FROM MARKET STREET—LOOKING SOUTH.

LINK & ANGELL, Inc.

Manufacturing Jewelers,

Rear, 13 Franklin Street, Newark, N. J.

A line of 14-kt. gold jewelry which is a profit-maker for the dealer is sure to soon become generally appreciated, so it is easy to understand why the corporation of Link & Angell find their productions in active demand, for they certainly "fill the bill" in every respect. This concern occupy well-equipped premises located in the rear of No. 13 Franklin Street and are as well prepared to meet all honorable competition in prices as they are to manufacture fine 14-karat gold jewelry which meet with ready sale and prove to be very profitable to handle. Such of our readers as deal in jewelry but have not as yet placed an order with this firm, would best serve their own interests by giving them a trial order, for the probability is that the results would be so eminently satisfactory that the long list of Link & Angell's, Inc., regular customers would be materially added to.



MUTUAL DISTRIBUTING CO.,

Importers, Jobbers, Rectifiers of Wines and Liquors,

55-57 Lafayette Street, Newark, N. J.

The Mutual Distributing Company, of which Mr. A. W. Schuler is president and general manager, do an immense business as importers, jobbers and rectifiers of wines and liquors; and their success affords convincing proof of the great advantages gained by proper management of a "community of interests." There is no disputing the fact that by far the most important cause of the "high cost of living," of which we hear so much about nowadays, is to be found in the many profits which have to be made in the ordinary handling of goods between the producer and the consumer. So it is not to be wondered at that the Mutual Distributing Company, with its co-operative principles, is enabled, by the elimination of most of those profits, to furnish very superior goods at very satisfactory prices. They occupy spacious premises at Nos. 55-57 Lafayette Street, consisting of their six-story fireproof brick building, with 2,500 square feet on each floor, carry an exceptionally complete stock and can fill even the most extensive orders without delay.

C. G. WINANS CO.,

Wholesale and Retail Dealer in Salt, Paper and Twine,

Frelinghuysen Avenue, Newark, N. J.

Branches at Asbury Park and Trenton

It is safe to say there is not a Newark business house more widely and favorably known to the grocery and market trade throughout the State than is that of the C. G. Winans Company, located on Frelinghuysen Avenue. This concern carries on an old-established business but keep fully up-to-date in their methods and are consequently enabled to steadily increase an already very extensive patronage. They are agents for Worcester salt, and handle all kinds of paper, twines, etc., and carry so large and varied a stock as to always be in a position to furnish anything in their line in quantities to suit without delay. Considering the steady increase in their business, it goes without saying that they are in a position to easily meet all honorable competition in prices.

SWEEDIN & CO.,

Artistic Filigree for Fountain Pens, Umbrella Handles and Celluloid Hat Pins.

23 Marshall Street, Newark, N. J.

There is an enormous sale of hat pins, umbrellas and fountain pens in this country, and the competition of the rival manufacturers is so keen as to make even details count in the struggle for supremacy. There is an increasing demand for ornamental styles, embellishing and filigree work, and the firm of Sweedin & Co. find that their work for the trade meets with very ready demand, for they do artistic filigree work on fountain pens, umbrella handles and celluloid hat pins. They number not a few large jobbers among their regular customers. The premises utilized are located at No. 23 Marshall Street, and the facilities and management are such as to enable even the most extensive orders to be filled at reasonably short notice and all honorable competition in price to be fully met.

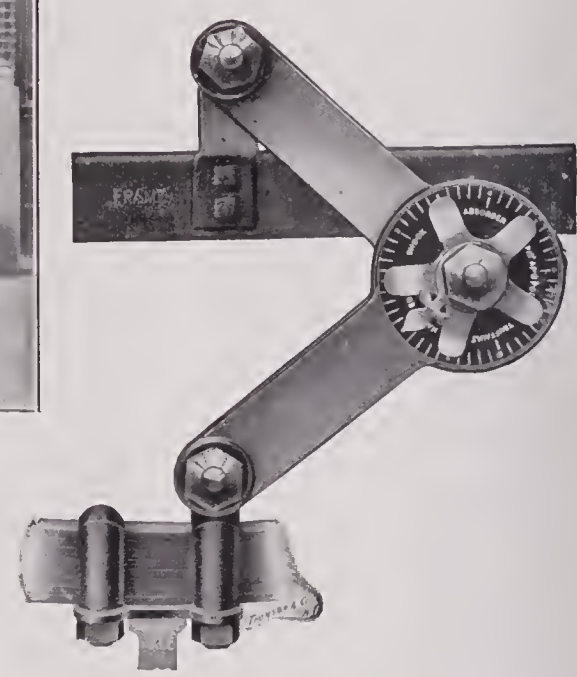
HARTFORD SUSPENSION CO., 289 HALSEY ST., NEWARK

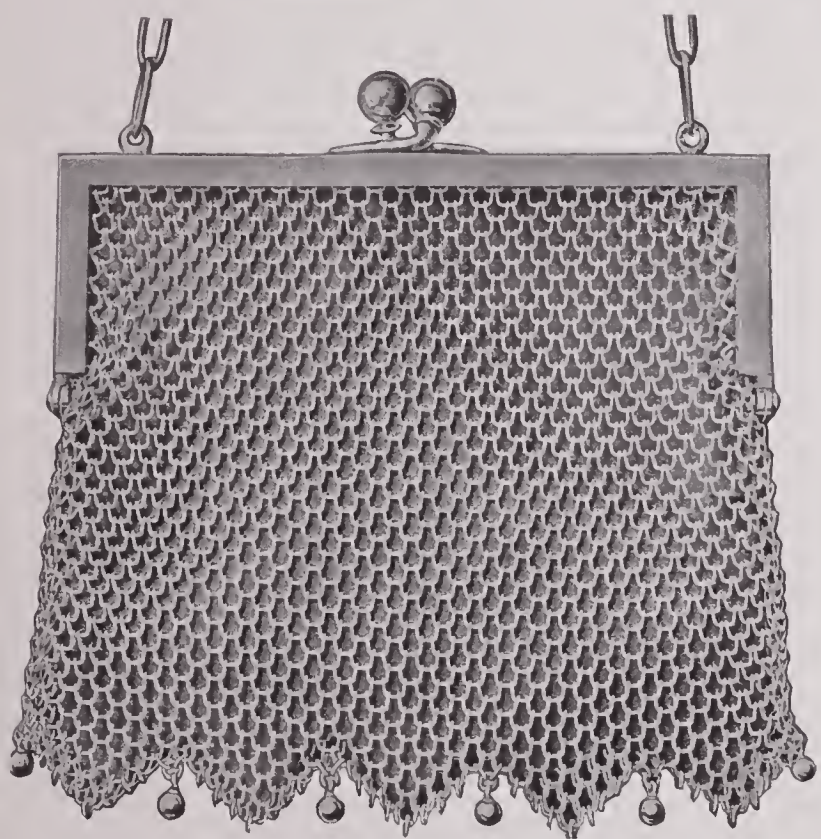
EDW. V. HARTFORD, Pres.

The Hartford Suspension Co., manufacturers of the Truffault-Hartford shock absorber, on September 15th, 1910, opened their Newark Branch at the above address. The demand for the Truffault-Hartford has increased so rapidly during the past two years, that it has been necessary to locate branches in the automobile centers, that orders may be more promptly and efficiently handled.

This shock absorber is remembered as being the first device of its kind to be put on the market; and its merit and efficiency are vouched for by the ever increasing number of automobile factories adopting it as regular equipment. The question arising in the mind of the Automobile World is no longer, "Shall we use shock absorbers?"—experience having answered this question in the affirmative; but is, "What shock absorber shall we use?" This latter question has also been answered by experience; and we find the answer in the large orders placed every year with the Hartford Suspension Co. by the manufacturers of such high grade cars as the Packard, Pierce, Oldsmobile, Rambler, Columbia, Thomas, Stevens-Duryea, American, etc., etc. The business with the individual car owner also is ever increasing—he realizing that he can rely with safety on the better judgment of "the man higher up" as to what is best for the motor car, in all cases where he has had no direct experience himself.

The Newark Branch is under the management of W. Ralph Smith, who was for more than two years associated with the New England Branch of this Company. The branch is well equipped from all standpoints to give prompt and efficient service; and all the work is under the personal supervision of the manager, both as regards equipment and adjustment on the road. The Hartford Suspension Co. prides itself on giving the best shock absorber equipment obtainable and is firm in its adherence to the old truth that "What is worth doing is worth doing well."





GOLDSMITH-KOCH COMPANY,
Silversmiths,
109 Oliver Street, Newark, N. J.

A Newark concern which is very successful in attracting and retaining the patronage of dealers in mesh bags who are on the alert for the best goods, grade for grade, in that line which the market affords, is the Goldsmith-Koch Company, whose place of business is located at No. 109 Oliver Street. This house seems to be able to foresee the wants of the public, for it is certainly a fact that they have made an enviable record for bringing out designs which are so popular as to make the demand for them extensive and continuous. The business is very thoroughly systematized; close and expert supervision is exercised in every detail of the process of manufacture, and the result is that the product of the Goldsmith-Koch Company is sure to be fully up to the standard in every detail. A specialty is made of patent unbreakable mesh bags in sterling and German silver. They are just putting out a soldered continuous unbreakable mesh bag far superior to the old style, although price is no more. They have also just secured a patent on their scarf pin and hat pin fastener which is said to be superior to anything on the market and less in price.

ARTHUR L. OTTO,
Carpets and Rugs,
493 Clinton Avenue, Newark, N. J.

The stock of carpets, rugs and other floor coverings carried at the establishment conducted by Mr. Arthur L. Otto and located at No. 493 Clinton Avenue, affords the best possible proof to those well qualified to judge in the matter that he is catering to the most discriminating class of trade. This stock includes many standard grades, but a leading specialty is made of imported goods, and therefore many exclusive styles are shown. It is very evident that the advantages offered at this store are widely appreciated, as Mr. Otto numbers among his regular customers many of the leading families of the city, and his business is not only large but continues to steadily increase. Ample and thoroughly competent assistance is employed and callers are given every opportunity to make judicious selection.

The Mutual Benefit Insurance Co. Building.

NATIONAL NEWARK BANKING CO.

752 BROAD STREET, COR. CLINTON

Strong in Resources Conservative in Management

Progressive in Policy

1804—THE OLDEST BANK IN THE STATE—1911

A. STANLEY COLE,
Undertaker and Embalmer,
524 Orange Street, Newark, N. J., also Office and Mortuary Parlors at 123 East 18th Street, New York.

One of the best known undertakers and embalmers in Essex County is Mr. A. Stanley Cole, who has been located in Roseville for several years. In 1910 he removed from Warren Street to the more accessible location at

Mortuary Parlor at 524 Orange Street.

524 Orange Street, where he has a very finely appointed office and wareroom. The long experience of Mr. Cole in his profession, and the high reputation he has gained throughout Newark, has placed him in the front rank among those of this city. Mr. Cole has officiated at the funerals of many prominent residents of Newark, Roseville and East Orange. He takes full charge when desired and relieves the family of all the details and the service offered by Mr. Cole is especially appreciated by those who are aware of the importance of securing experienced and expert attendance in this line. He is an expert embalmer and has a lady assistant. While everything he supplies is of the best, Mr. Cole is reasonable in his charges. Mr. Cole has a very large circle of friends and acquaintances throughout the city as he is prominent in Masonic circles and is also a member of the Knights of Pythias, Junior Order of American Mechanics and the East Orange Lodge of Elks. A New York office and mortuary parlor is maintained at 123 East 18th street, New York, Tel. 2682 Gramercy.

Newark Public Library.

Consolidated Mutual Benefit Association

OF NEW JERSEY

Executive Office, 9-15 Clinton Street,
NEWARK, N. J.

SOME REASONS WHY

You should have our Combination Disability Certificate only $1.00 per month.

BECAUSE IT PROVIDES BENEFITS

for Illness, Accident, Natural Death, Accidental Death, Increased Benefits, Beneficiary Insurance, Surgical Treatment, Double Traveling Accident.

CLAIMS PAID PROMPTLY. NO MEDICAL EXAMINATION

In case of disability you may need money badly.
Your time has a money value and should be protected.
Unlike straight life insurance, you don't have to die to win.
You get a benefit while living, instead of incurring a burden until death.
If not allowed to lapse, it will provide at death sufficient funds to furnish a respectable burial.
WHEN INSURANCE TAKES EFFECT.—A member is insured against accident immediately after his certificate is issued, provided his certificate fee has been paid. A member is not benefited against sickness until sixty days after date of certificate, and then the sickness must not have commenced until after sixty days have expired.

CERTIFICATE FEE $3.00

Payable ButOnce in a Lifetime.

Market Street, Near Broad.

HERMAN F. BEHRENDT,
Designer and Builder of Labor-Saving Machinery,
Mechanical Jobbing, Manufacturing Jewelers' Equipments,
Die Blocks, Cutter Plates, Tool Steel, Automobile Repairing,
22 Green Street, Newark, N. J.
Telephone 4773 Market.

As Newark is a vast manufacturing center, there is a very active demand here for the latest and best there is in the line of machinery and machine work, and prominent among those who are most successful in catering to that demand is Mr. Herman F. Behrendt, whose place of business is located at No. 22 Green Street. Mr. Behrendt does a general business as machinist, but makes a leading specialty of gear cutting, and is given the preference by many when it comes to the placing of orders for such work, as his record affords convincing proof of his skill and reliability. Employment is given to an adequate force of experienced and competent assistants, and the facilities are such as to enable orders to be filled at the shortest notice consistent with the attainment of really satisfactory results.

DRAPERIES
Made and Humg

LACE CURTAINS
Refinished

E. V. NOE
L. D. 'Phone 4344 L Market
SPECIAL ORDER WORK IN
CARPETS,
FURNITURE
AND DRAPERIES
Appropriate and Exclusive Designs
Carefully Executed
851 BROAD STREET,
NEWARK, N, J.
Opposite C. R. R. Depot

CARPETS CLEANED
Made Over and Laid
—o—
FURNITURE
Repaired and Upholstered
Polished and Refinished
—o—
AWNINGS
—o—
SHADES
—o—
CURTAINS
—o—
HAIR MATTRESSES

View on West Side of Broad Street.

The Tire Doctor.

HENRY ROENBECK,
General Auto Tire Repairing,
All Kinds of Auto Tires Vulcanized, Recovered and Retreaded,
American and Foreign Tires and Tubes Repaired at Reasonable Prices,
242 Halsey Street, Newark, N. J.

A doctor who fills his own prescriptions and who guarantees that they will accomplish what they are intended to, is Mr. Henry Roenbeck, who carries on operations (surgical operations on tires included) at No. 242 Halsey Street. For Mr. Roenbeck is an Automobile Tire Doctor. He is prepared to doctor all kinds of rubber tires, to put them in the best possible shape, and to fill orders at short notice as well as in a thoroughly satisfactory manner. The charges are uniformly moderate, yet it is no exaggeration to assert that no better work is done anywhere at any price. Mr. Roenbeck does a big business, which is steadily increasing, as customers are sure to recommend him to friends. His prices on new shoes and tubes are literally as low as the lowest, and his assortment is so complete as to admit of orders being filled without delay.

ALLSOPP & LONG,
Manufacturing Jewelers,
475 Washington Street, Newark, N. J.

Prominent among those Newark houses which are doing most efficient work in maintaining the very high reputation of the city as a jewelry manufacturing center is that of Allsopp & Long, whose place of business is located at No. 475 Washington Street. This concern produce 14 karat bar pins, lavallieres, bracelets, etc., which combine originality and beauty of design with perfection of workmanship, so it is very easy to understand why they should be in such active demand, especially as Messrs. Allsopp & Long are in a position to easily and fully meet all honorable competition in the matter of price. The establishment is equipped with the latest improved machinery, employment is given to an ample force of competent assistants, and even the most extensive orders can be filled at reasonably short notice in spite of the magnitude of the business.

W. S. SHEPPARD,
Ideal Oils and Fibroviscos Greases,
21 Lawrence Street, Newark, N. J.

Automobile manufacturers and automobile dealers agree that more damage is due to improper or insufficient lubrication than to any other one cause, so it naturally follows that first among the things the motor car owner should make sure of is efficiency of lubrication. Mr. W. S. Sheppard, whose place of business is located at No. 21 Lawrence Street, makes a leading specialty of automobile lubricants, and he manufactures Ideal Oils and Fibroviscos Greases. Their use affords the best possible assurance of the attainment of desired results. He does a very extensive business and it is indeed a significant fact that a very large proportion of his orders comes from regular customers. A price-list will promptly be sent on application, but of course the best way is to visit No. 21 Lawrence Street and make personal inspection of the lubricants.

C. RECH & SONS,
Manufacturers of Fine Gold Chains,
Specialty of Lorgnette Chains, Neck Chains, Fancy Vest Chains, Etc.,
481 Washington Street, Corner Crawford Street, Newark, N. J.

We are so apt to accept mechanical wonders without inquiry as to how they could have been brought about that few of us stop to think how it is possible that gold chains can be made and sold at a profit at the really wonderfully low prices quoted on them. Of course this possibility is mainly due to the use of wonderfully ingenious and efficient labor-saving machinery, and in this connection it is pertinent to call attention to the establishment conducted by Messrs. C. Rech & Sons, as this is a fine example of a thoroughly up-to-date shop devoted to the manufacture of gold chains in 10 and 14 karat. It is located at No. 481 Washington Street, and its output is large in amount, for this concern do an extensive business, as they have demonstrated their ability to fully meet all honorable competition in both quality and price, and they have a well-earned reputation for promptness in the filling of orders.

L. FRITZSCHE & CO.,
Manufacturers of Fine Gold Jewelry and Silver Match Boxes,
480 Washington Street, Corner Crawford Street, Newark, N. J.

A firm which is doing much to maintain the high reputation of Newark as a thoroughly up-to-date jewelry manufacturing center is that of L. Fritzsche & Co., whose place of business is located at No. 480 Washington Street. This concern are very successful in turning out goods which attract the favorable attention of the most discriminating buyers, making a specialty of 10 and 14 karat scarf pins, cuff links, brooches, handy pins, tie clasps, etc., so it is not to be wondered at that they have built up an extensive business, especially as their facilities are such as to enable them to quote prices which are literally "as low as the lowest," quality considered. Their business is very thoroughly systemized, extending all over the United States. Close supervision is exercised, and the result is that goods furnished by them are sure to be fully up to the assigned standard in every detail of material and workmanship.

THE ELIZABETHTOWN SMELTING COMPANY,
Smelters and Refiners,
Mulberry Street, Newark, N. J.

One of the best equipped establishments of the kind in the country is that conducted by the Elizabethtown Smelting Company, of which Mr. W. L. Glorieux, Jr., is president, and Mr. E. P. Sinnock is treasurer. It is located at Murray and Mulberry Streets, occupies a spacious brick building, and is most decidedly up-to-date in every detail of arrangement and equipment for the carrying on of smelting and of refining to the best possible advantage. The company does a very extensive business throughout the country, for not only is it in a position to assure the attainment of the best possible results, but it is also widely known as a thoroughly responsible concern that is sure to manifest reliability and promptitude in the execution of commissions for the refining and smelting of platinum, gold, silver and copper.

Economy Auto Supply Co., Inc.
Our Motto Is Our Name.
268 Halsey Street, Newark, N. J.

The Economy Auto-Supply Company, Incorporated, have built up a very extensive and still steadily growing business by satisfying the public that this company are true to their name. They announce that they are not undersold by any concern for articles of commensurate value—but as a matter of fact that announcement is too modest, for it would be nearer the actual truth to announce that the Economy Auto Supply Company quote the lowest prices in town. The premises utilized are located as No. 268 Halsey Street; the stock carried is large in amount and great in variety, and is especially complete in the very latest accepted novelties in the auto supply line. They are distributors of Diamond tires, Weed chains, Klaxon horns, Stewart speedometer, Ever-Ready battery. Ample assistance is employed and every order is assured prompt and painstaking attention.

Roseville Depot and Seventh Avenue.

Sussex Avenue, Roseville, from Roseville Avenue.

Roseville Avenue, Roseville.

MOORE & SON

MANUFACTURERS OF

GOLD RINGS AND JEWELRY

TRADE MARK

ESTABLISHED JUNE, 1886

NUMBER 22 GREEN STREET

NEWARK, N. J.

At No. 22 Green Street, directly opposite the beautiful City Hall building shown on opposite page, is situated the plant of Moore & Son, manufacturers of gold rings and jewelry. A modern, well-equipped building facilitates the production of their extensive line and is a large factor in the making of prices as low as can be quoted on goods of equal merit.

In manufacturing a moderate-priced, high-grade line, their aim is to produce goods that can be handled by the retailer with full confidence and assurance that the goods will not "come back," but that the customer will.

Their trade with the prominent jewelers of the country has been built on the merit of their product. Karat of gold absolutely guaranteed—workmanship the best that can be procured—artistic and lasting finish, all go to make the line an extremely desirable and highly profitable one for the up-to-date, progressive retailer to handle.

I. POMEROY COMPANY,
Manufacturers of Writing Fluids, Inks, Typewriter Ribbons, Carbon Papers, Mucilages, Paste, Sealing Waxes, Etc.,
L. D. Telephone 402-J,
264 and 266 Halsey Street, Newark, N. J.

Occupying a prominent position among those Newark houses which are doing much to add to the high reputation of the city as an industrial center where are produced some of the very best goods which the market affords, the I. Pomeroy Company is certainly well worthy of the prosperity which is attending its operations. This concern is very extensively engaged in the manufacture of inks, writing fluids, typewriter ribbons, carbon papers, sealing wax, mucilage and pastes. Their blue black writing fluid is unexcelled for fountain pens and for business purposes, as it has no sediment. Its goods are handled by the leading dealers in office and school supplies, as they never fail to give the best of satisfaction and are offered to the trade at prices which make them profitable as well as pleasant to handle. The great demand for them is largely due to the fact that the company are successful in maintaining uniformity of quality, for that practice enables dealers to guarantee satisfaction to even the most fastidious buyers.

THEODORE C. MERTZ,
Manufacturing Jeweler,
12 Johnson Street, Newark, N. J.

Mr. Theodore C. Mertz is a manufacturing jeweler whose policy it has ever been to pay more attention to quality than to quantity, and yet has built up a very extensive business, which continues to steadily increase. The premises utilized are located at No. 12 Johnson Street and are equipped with an elaborate plant of the latest improved machinery and tools for the manufacture of 14-k., 18-k. and platinum brooches, scarf pins, bracelets, lorgnette chains, necklaces and pendants. The productions of this establishment are handled by many of the leading jewelers throughout the country, for they are representative of the very best in their line, grade for grade, which the market affords. The doing of special order work is an important department of the business, and the facilities are such as to assure the prompt and accurate execution of commissions and the quoting of as low prices as can be named in connection with work of equal merit.

J. A. & S. W. GRANBERY CORPORATION

MANUFACTURING JEWELERS

33 E. Kinney Street, Newark, N. J.

A typical Newark manufacturing jewelry house is the J. A. & S. W. Granbery Corporation, utilizing premises at No. 33 East Kinney Street. It is typical because its management presents that combination of skill, enterprise and reliability which has made Newark one of the great jewelry manufacturing centers of the world. Goods manufactured by the J. A. & S. W. Granbery Corporation are to be found in the stocks of the leading dealers everywhere, for they are sure to be representative of the latest and best in their line and consequently they fully meet the requirements of even the most discriminating class of trade. The establishment is equipped with an elaborate plant of the latest improved machinery, employment is afforded to a large force of experienced employees, and the company are in a position to fully meet all honorable competition in prices.

Newark City Hall, Looking North.

SHAFER & DOUGLAS, Inc.

JEWELERS,

MANUFACTURERS OF RINGS

OFFICE AND FACTORY

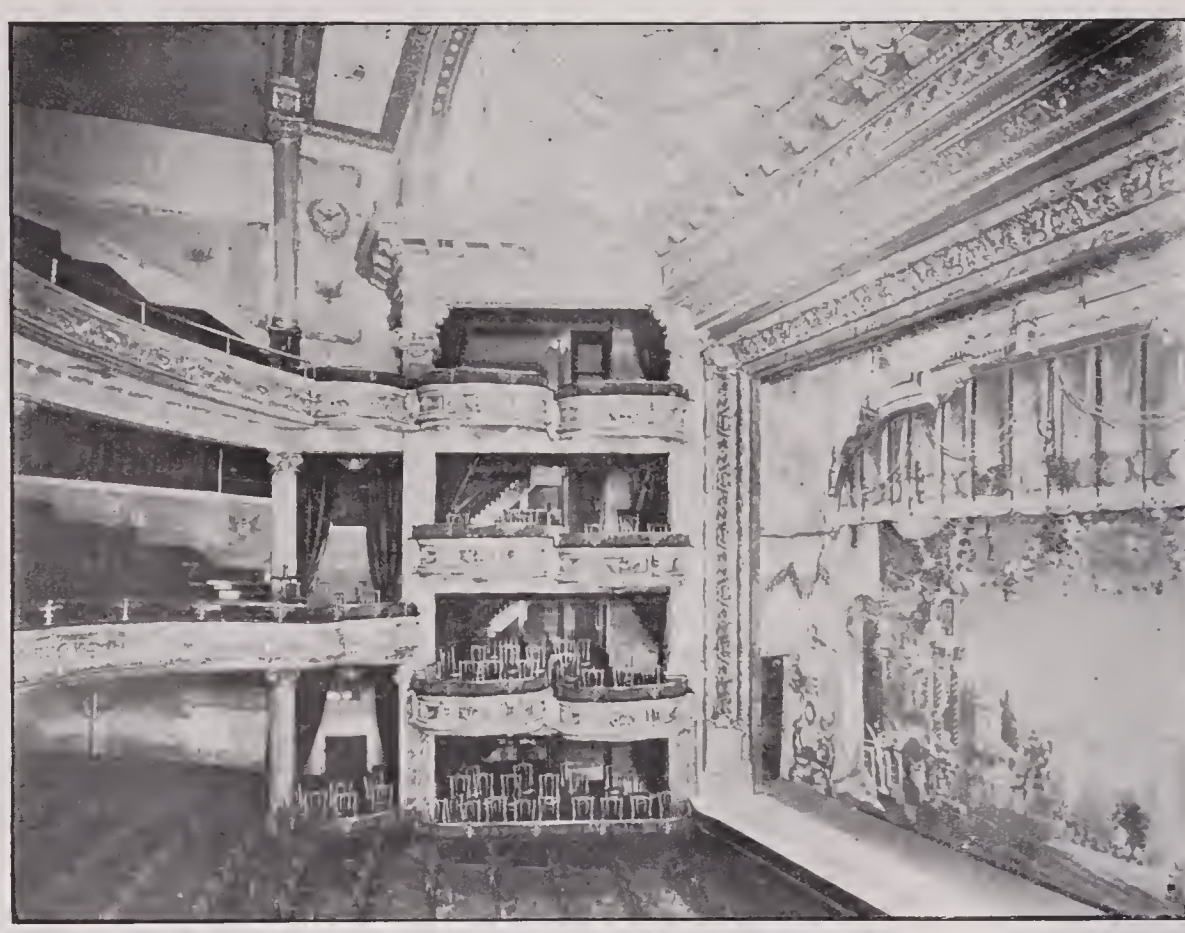
8 and 11 FRANKLIN STREET, NEWARK

OPPOSITE CITY HALL

Among those Newark manufacturing jewelry houses that are especially successful in producing goods which attract and retain the patronage of the most keenly discriminating buyers, a prominent position is held by that of Shafer & Douglas, Inc. Business was originally started in 1856 by Shafer & Swinnerton, and later became Shafer & Douglas. On the death of Mr. Douglas the business was incorporated. Their productions combine attractiveness of design and uniform excellence of workmanship and finish to an exceptional degree. Rings exclusively is their specialty at present. Among their many regular customers are leading dealers who cater especially to the most fastidious class of trade, and as their business continues to steadily increase it would seem to be plainly evident that the goods furnished give the best of satisfaction. This representative house utilizes premises located at No. 9 and 11 Franklin Street, employs an adequate force or experienced and reliable help in the factory, and is represented on the road by five salesmen. They are in a position to fill even the most extensive orders at reasonably short notice.

PROCTOR'S THEATRE, PARK PLACE, NEWARK, N. J.

Entrance to Proctor's Theater, Park Place, Newark.



Interior of Proctor's Theater.

There is not a vaudeville theater in the country where better entertainment is provided than at Proctor's Park Place Theater in Newark, and few places where the performances are anywhere near as good. It is a Proctor maxim that only the best obtainable talent shall be offered for the amusement of the patrons of the houses on which the Proctor name apppears, and nowhere is it lived up to more than in Newark. Cleanliness, courtesy on the part of attendants, and ventilation, and special arrangements for the comfort of women and children, are other things which the management requires and for which Proctor theaters are noted.

At the daily matinee performances there are a thousand seats for twenty-five cents, all reserved, and shoppers by the hundreds take advantage of that fact every day, combining a little pleasure with their business trips to the center of the city, or from the suburbs to the Newark shopping localities.

Seasons make little difference in the character of the shows which are presented, the Proctor standard of quantity and quality being upheld at all times, the result being that this theater has justly earned the name of giving the best show in town from one end of the year to the other. At every performance there are eight or more acts, each of a character such as is put on the stage of the ordinary vaudeville theater as a "headliner" attraction, and every week there are new and humorous moving pictures, the selections being made especially for the Proctor houses from scenes which have not been previously shown elsewhere, and which add greatly to the general entertainment. In fact, there is given in Proctor's, in Park Place, nothing but top-notch productions of the entire vaudeville field, culled by special agents in every part of this country and Europe and presented under the best possible conditions.

At the Lyric, 209 Market Street, one of the cosiest and prettiest theaters in the State, one can always find a very good show, consisting of the best motion pictures and good high-class vaudeville. The show starts at 10.30 in the morning and continues without interruption until eleven at night. Come when you please, stay as long as you like. It is conducted on the same high standard as Proctor's Theater. The prices are small, ten cents in the afternoon and fifteen and ten at night.

PHYSICAL CULTURE BREAD
(Swedish Knachebread),
J. Oscar Ohlson, Maker,
383 Broad Street, Newark, N. J.

Mr. J. Oscar Ohlson, maker of Physical Culture Health Bread, a cracker made of pure graham flour, is fairly entitled to the thanks of the people, for he is providing the means of most surely and quickly eliminating dyspepsia, constipation, indigestion—the three most potent factors in the bringing about and continuance of ill health. Physical culture health bread is prescribed by physicians, it is highly endorsed by all food experts who are in a position to render impartial judgment, and it is much liked by children, for it is as palatable as it is healthful. Its use means the preservation of the teeth, the strengthening of the stomach, the ability to eat three good meals a day wihout bad after effect. Fair trial means sure conviction of the great value of physical culture health bread. It is made at No. 383 Broad Street, and is for sale in all the stores of Charles M. Decker & Brothers, which means that it is demanded by the most discriminating class of patrons.

RARITAN CREAMERY COMPANY,
Cream and Milk,
Telephone 2057 Market,
Office, 44 Green Street, Newark, N. J.

H. A. Osborne. **E. E. Osborne.**

The Raritan Creamery Company are very extensive wholesale dealers in cream, milk, condensed milk and pot cheese. Their business continues steadily to increase as it becomes more generally known that this company are in a position to render service which cannot fail thoroughly to satisfy even the most fastidious. A very important and popular feature of the business is the delivery of milk, cream and condensed milk of absolute purity. It is a notable fact that those who make trial of the service offered by the Raritan Creamery Company are positively sure to be so well satisfied with the results as to become regular customers. The office is located at 44 Green Street and orders by 'phone or by mail are assured of as prompt and careful attention as if given in person. The Raritan Creamery Company are the only independent wholesale dealers in Newark. They do not belong to the association or trust.

LEE-DODD COMPANY,
(Formerly with David C. Dodd Co.),
Makers of Fine Jewelry,
13 and 15 Franklin Street, Newark, N. J.

When once a house has gained the reputation of manufacturing jewelry which sells well, which gives enduring satisfaction to those who buy it, and which is so carefully and honestly made that it can safely be depended upon to make good the guarantee of its merit, that house is sure to find a very active demand for its product—provided it has the disposition and the ability to quote attractive prices to the trade. All of those requirements are met with in the case of the Lee-Dodd Company, so it is not in the least surprising that this concern should have built up an extensive business which continues to show a steady, healthful increase. The factory is located at 13 and 15 Franklin Street, Newark, employment is given to an ample force of assistants, and every order is assured immediate and painstaking attention; the facilities being such that even the most extensive orders can be filled at reasonably short notice.

CENTRAL WOODWORKING COMPANY,
Incorporated,
All Kinds of Mill Work and Stair Work, Sash, Doors, Blinds and Columns,
Office and Mill, 113 Central Avenue, Newark, N. J.
L. D. Telephone 3679 Market.

This is a woodworking establishment that is up to the minute in every detail of equipment and is equally up to the minute in every detail of management. The Central Woodworking Company make a leading specialty of detail work and are winning golden opinions from architects and builders on account of the thoroughly satisfactory manner in which they fill orders. Their prices are right, too, and as a combination of really first-class work and thoroughly satisfactory prices is not often met with it is not to be wondered at that the Central Woodworking Company are doing a big and steadily growing business. Their output includes sash, doors, blinds, frames, interior trim, cabinet work, Spencer's patent columns, stair building, turning and mill work; and orders are assured careful attention and prompt delivery.

MILITARY PARK AND PARK PLACE. E. C. Wind, Pho.

MARTIN H. WIEDMANN

MANUFACTURER OF 10K. AND 14K.

Scarf Pins
Bar Pins
Medallions

La Vallieres
Brooches
Pendants

154 Wright St. Newark, New Jersey

SELECTION PACKAGE ON REQUEST

The preference which is shown for the productions of Mr. Martin H. Wiedmann by many discriminating buyers is the legitimate result of his methods, for he spares no pains to manufacture only such goods as can be unreservedly guaranteed to prove precisely as represented in every detail of material and workmanship. The premises utilized are located at No. 154-156 Wright Street and are equipped with machinery of the most improved type. Employment is given to experienced and competent assistants, close and skilful supervision is exercised, and every care is taken to fully maintain the high reputation which has been gained by years of conscientious effort. The jewelry made by Mr. Wiedmann is sure to be "up-to-date" in design as well as honest in material and workmanship, and he well deserves the extensive patronage received.

154 Wright Street, Newark.

BROAD STREET FROM POST-OFFICE, LOOKING NORTH.

CARRINGTON & CO.,

Manufacturing Jewelers.

18 14 TRADE MARK

Established 1871,

Incorporated 1900,

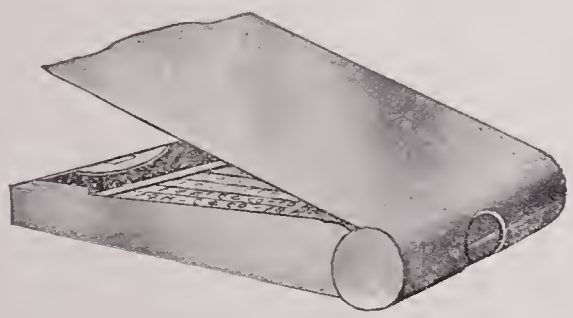
Office and Factory: 42 Walnut Street, Newark, N. J.

E. T. Carrington,

Sales Agent,

No. 7 Maiden Lane, New York.

Telephone Connection, New York and Newark.



The productions of Messrs. Carrington & Co., manufacturing jewelers, are very favorably regarded by discriminating buyers, as they combine attractiveness of design and excellence of workmanship to an exceptional degree. This firm are not of the kind that are content to follow in the footsteps of others. They are original as well as tasteful in their designs, so their jewelry appeals especially to those who do not want common and hackneyed styles. Add to this the fact that Messrs. Carrington & Co. are in a position to easily meet all honorable competition in prices, and no further explanation of the active and increasing demand for their production is required. The factory is in the rear of No. 42 Walnut Street, and orders are assured careful attention and prompt delivery.

OPEN A CHARGE ACCOUNT WITH US FOR RECORDS

We will send you any records you may select for you to play at home.

If you are not pleased with the records after hearing them you have the privilege to return them for full credit.

THE EDISONIA CO.,

57 HALSEY STREET, NEWARK, N. J.

Largest Talking Machine House in the State.

OPEN EVENINGS. Telephone 5064 & 5065 Market.

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QUALITY, SERVICE, ECONOMY

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The Foundation and Fundamentals of the Store of

L. S. PLAUT & CO. (The Bee Hive,) Newark, N. J.

Quality

The Primary Element of Success.

Without "Quality" success in business can no more be assured than can the upbuilding of the superstructure of a modern sky-scraper without the strength of a firm foundation. "QUALITY" is the foundation. After that comes the other basic elements. The L. S. Plaut & Co. establishment has been founded and reared upon the foundation of Quality. That's why to-day the "Bee Hive" is synonymous with all that is good and first-class in merchandising, mercantile ethics and principles. Quality is writ on our merchandise, it is the warp and woof of our business. If it comes from the Bee Hive you may know it is good—for whatever finds its way into our store must possess the standard of merit in its respective class.

NEWARK
The largest city in the United States except 13

Service

A Penny Saved Is Two Pence Gained.

—Benjamin Franklin

It is false economy to strive to save money on poor merchandise, for in the long run you do not save. But it is wise and real economy to save money on good, dependable merchandise, for then you actually DO save. For more than forty years Newark's thriftiest shoppers have regarded and recorded the Bee Hive as the Economy Court of first and last resort. We never exact the tribute of extra charge because of novelty, newness, individuality or style innovation. Every price represents intrinsic value and every price in every instance is the lowest possible consistent with quality. Our daily advertisements will readily demonstrate how much may be saved by shopping at the store of L. S. Plaut & Co.

NEWARK
A City growing unto 400,000 people.

Economy

The Element That Cements Friendship.

No matter how good the quality of merchandise may be, it must fail to win the permanent patronage of a customer if a house fails in its service. Good service is just as essential therefore as good quality. Store service, delivery service, and every other service that serves the welfare of the customer. Our endeavor at all times is to elevate the standard of merchandising, to render our public the very best possible service within human limitation. And so with quality and service comes the assurance of Dependability.

NEWARK
A City of Good Health.

L. S. PLAUT & CO., Post Office Block, 711 to 721 Broad Street

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